JANUARY 31, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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14 MILLION IN 14 YEARS

FOR the fourteenth consecutive year, WLS has received another million letters — 1,014,209, to be exact! In the 14 years that WLS has been under its present management, 14,896,704 letters have been received from listeners — more than a million a year average for 14 consecutive years! It all adds up to this: the WLS audience is a responsive audience and loyal — loyal to our station and our advertisers . . . which means — *WLS Gets Results!*

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

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Denver Delivers

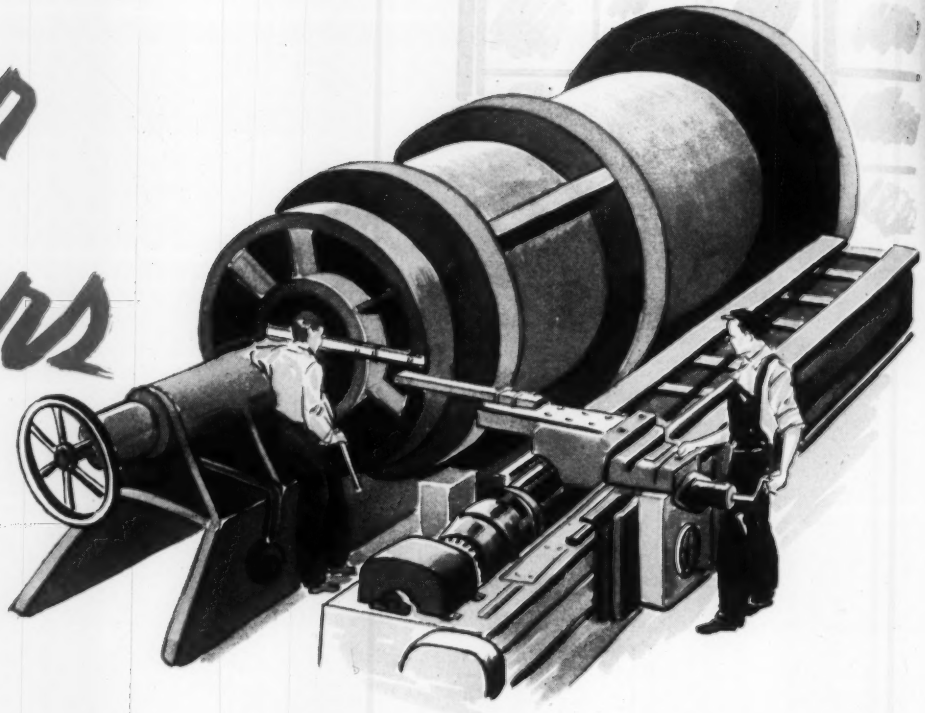
MACHINERY

• Even before the war, behind the beautiful scenic drop picturing the Denver area as a vacation playground, there existed many and varied manufacturing industries. These backstage activities of peacetime are today the whole show in Colorado with practically every one of them engaged 100% in war production.

Denver today is delivering machine tools, refinery equipment, landing barges, gas masks, chemicals, steel, high explosives and about sixty other items of war equipment.

The mining and agricultural industries of the Denver area have also converted to war production, reaching new high levels of production in 1943.

The Denver area is a big, important market today, and advertising investments made there today are post-war investments as well.



A Denver firm is one of three in the U.S. equipped to machine the 25-ton alkylation refrigerating contactors for production of aviation superfuel for Allied bombers.

KLZ
Delivers the
DENVER
MARKET

CBS • 560 Kc.
Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City • Represented by The Katz Agency, Inc.

DENVER DELIVERS COAL

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DENVER DELIVERS LIVESTOCK

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DENVER DELIVERS SALES

With cash farm income up 37% in Colorado and the mines and factories putting more money in more pay envelopes than ever in history, advertising is delivering sales in the Denver area more economically than ever before.

If You are looking for a PRODUCER -

LET US give you full facts and figures on WSIX and the booming Nashville market.

Within the past six months, an impressive list of brand new advertisers made their bow on WSIX. These are hard-headed advertising buyers who spend their money to get definite results.

Old and new find it doesn't cost to use WSIX —it pays!

We offer you, Mr. National Advertiser, the same powerful sales-producing facilities that other advertisers have found so effective. Let us give you now the complete picture of the Nashville market and WSIX coverage.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue

Mutual

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

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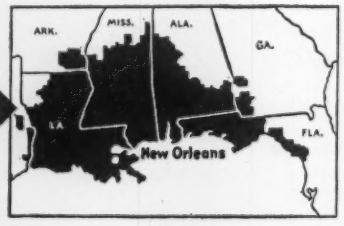
This vast area
millions of people
can be yours



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You dominate the air now in this territory with WWL, New Orleans—the only 50,000-watt, clear channel station for hundreds of miles.

WWL's famous shows—and CBS talent—have built tremendous audience-loyalty that will remain your postwar competitive advantage.

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NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

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BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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JIMMY FIDLER
AMERICA'S TOWN MEETING

Represented Nationally by
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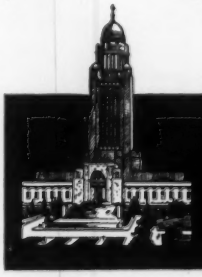

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WCHS
has more listeners . . . than all other stations combined

Ask Crossley—he knows!

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WCHS	**61.4**	**62.1**	**54.8**
All Others	**38.6**	**37.9**	**45.2**

* *Monday through Friday*

WCHS

CHARLESTON, W. VA

5000 on 580 • CBS

John A. Kennedy, President
Howard L. Chernoff, Managing Director

Represented by

THE BRANHAM CO.

IN TELEVISION BROADCASTING...

RCA pioneered the development of electronic television.

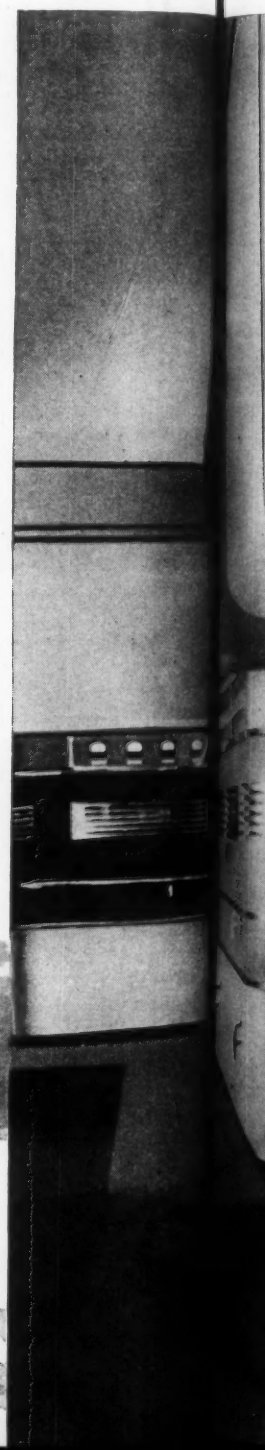
RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.



BUY MORE WAR BONDS

RCA

RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA

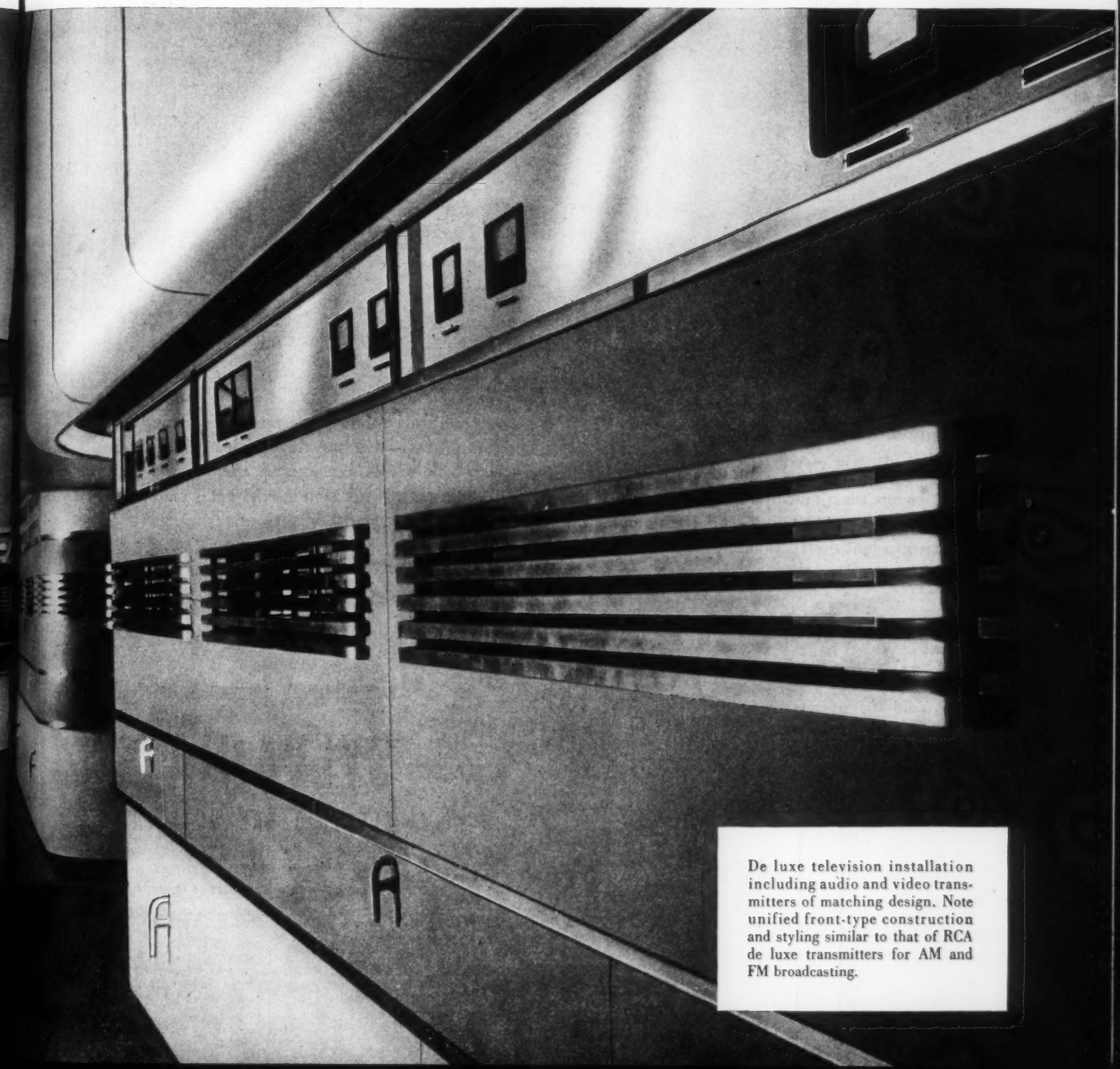
RCA installations now in operation

The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regular television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.



De luxe television installation including audio and video transmitters of matching design. Note unified front-type construction and styling similar to that of RCA de luxe transmitters for AM and FM broadcasting.

"End of the Line" is only the Beginning

• This is the end of the Sylvania Radio Tube production line.

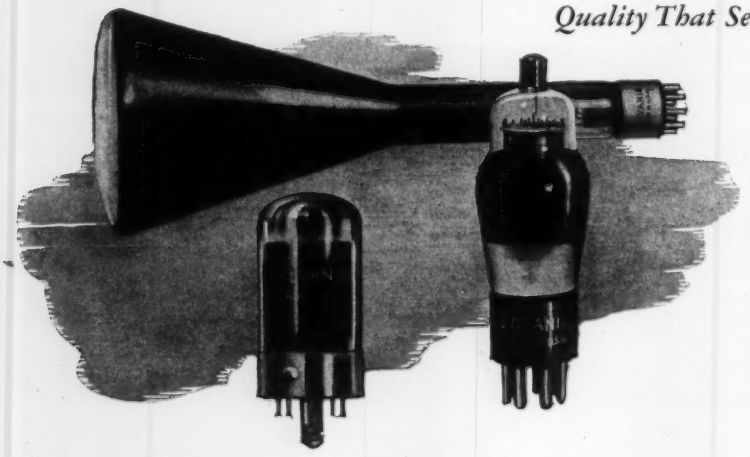
Here trained operators begin a series of tests designed to safeguard high-quality manufacture from any bit of human error.

Standardized precision testing instruments enable them quickly to determine basic radio tube fitness. The slightest defect dooms a tube to instant destruction.

Then come more exhaustive and specialized tests for any deviation at all from specification in the quality inspection and customer inspection departments.

Every Sylvania Radio Tube must pass these rigorous tests — and pass them with a perfect score — before shipment from the factory. This painstaking precision test system is your insurance for Sylvania quality that you can sell with complete confidence.

Quality That Serves the War Shall Serve the Peace



RADIO DIVISION EMPORIUM, PENNSYLVANIA

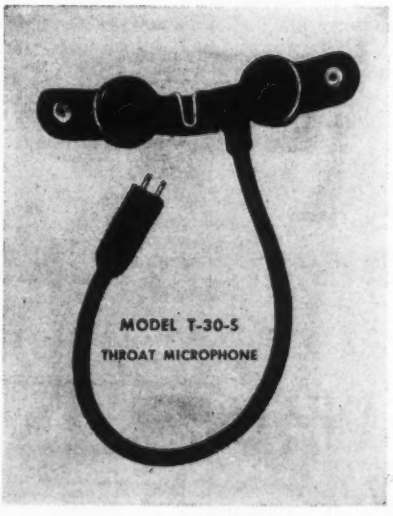
SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

History of Communications Number Three of a Series

PRIMITIVE COMMUNICATIONS



An early communications instrument was the Tom-Tom—to prove its efficiency, it is still used by the natives of Africa. Tom-Tom signals are "Beat out" along jungle lined rivers, but even then distance is a handicap, and "repeater" stations are many.

Like all means of communications, other than voice communication, translation of coded signals must take place in which additional skill is required, and another chance of error is presented. As in the case of the Tom-Tom beater: knowledge of the Tom-Tom code was restricted to a special family within the tribe, and was handed down from generation to generation.

Today, Universal Microphones in the hands of the fighting men of the Allied Armed Forces are performing a simple but vital need in electronic voice communications where their quality and efficiency are bringing us one step closer to victory.

< Model T-30-S, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE CO., LTD
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

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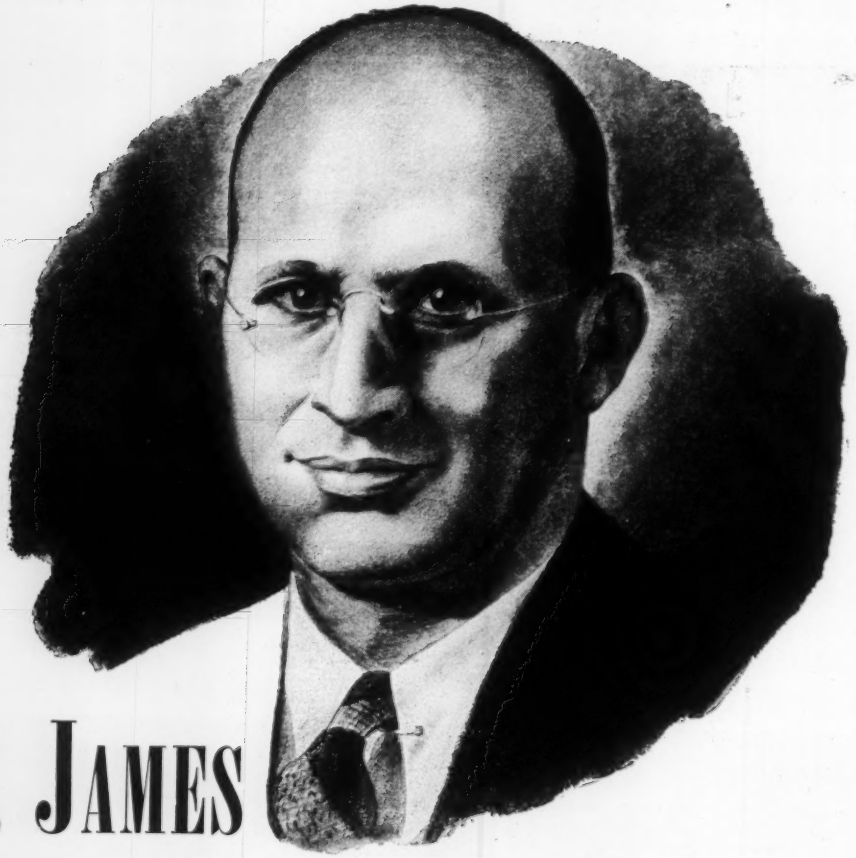

ROBERT J. JAMES

Account Executive, M. H. Kelso Co., Los Angeles

Says—"Tests convince me that spot broadcasting is the effective way to reach the most people for the least cost"

●Well, Mr. James, that's certainly laying it on the line, and we thank you kindly.

●In return, we'd like to dedicate this space to telling all your clients (and those of every other agency placing "national spot") that spot broadcasting is no sweet dream of peace, from the agency standpoint. Spot broadcasting is a constant battle to keep up with new ideas, new opportunities, new situations in the ever-changing radio world. . . . Sure, the better sort of station representatives work like mad to lighten the load, and often help a lot. But still, you agencies *could* recommend much "easier" media—and we think your clients owe you a rising vote of thanks!

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

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KDAL . . . . . DULUTH
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WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
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. . . SOUTHEAST . . .

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
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KECA . . . . . LOS ANGELES
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BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 5 WASHINGTON, D. C., JANUARY 31, 1944 $5.00 A YEAR—15c A COPY

FM Lays Plans for Post-War Expansion

Several Thousand Outlets and Adequate Space in Spectrum Are Foreseen

PREPARATIONS for postwar transition of an important part of broadcast service from its present 900-station standard broadcast limit to an art destined to accommodate several thousand outlets providing higher fidelity urban service via FM were enthusiastically pursued last week in New York at the fifth annual meeting of FM Broadcasters Inc.

Having thrown open the regular FMBI sessions to all interested parties as a show-case for FM's postwar plans, the meetings drew a surprising registration of 650 with a gross attendance of 750. Resembling in many ways the annual NAB conventions, the preponderant attendance was of standard broadcasters and those in related agency, advertiser, equipment and service fields. But scores of newspaper executives, retail store representatives and other prospective applicants were there to learn at first-hand of the opportunities presented by the Armstrong wideband FM inventions.

FMBI COVERAGE

Panel session of FM experts, page 13; President Roosevelt's letter, page 13; Damm reelected president at business session, page 14; M. L. Loucks heads FM in D. C., page 14; editorial, page 12; resume of manufacturers' statements, page 30; Fly speech, page 36; registration, page 52.

Hailed by FDR

The keynote for the meeting was sounded by President Roosevelt himself in a letter to FMBI President Walter J. Damm (WTMJ-WMFM Milwaukee). Hailing FM as another forward stride in the development of radio, the Chief Executive said it was his hope that the broadcasters of this country "will keep step with the advancing science and will continue to lift radio broadcasting to ever higher planes of public service."

The convention was told by FCC Chairman James Lawrence Fly in the headlined address last Wednesday that "FM is of age and has come to stay". FM, he said, now stands on the threshold of as tremendous a development as did standard broadcasting in the 1920's."

Adequate allocations for FM stations were predicted by engineering executives of the FCC, including Chief Engineer and Commissioner-designate E. K. Jett, and George Adair, assistant chief engineer in charge of broadcast services. Mr. Jett recommended, conservatively, that the allocations for both FM and television should be doubled, but neither official was disposed to venture that the allocations would be in the present frequency range. The outcome will depend upon far-reaching studies now being made both by Government and industry groups.

Spokesmen for all of the leading equipment manufacturers promised production of FM receivers and transmitters as soon as wartime restrictions are lifted. Whether this will develop after Germany's defeat or await complete victory was not hazarded.

From Dr. Edwin H. Armstrong, FM inventor, and others who have pioneered in the field, the convention heard optimistic reports on FM's outlook as a new broadcast service. Announcement by such networks as NBC and CBS that they will make their regular program service available to FM stations operated by their present AM outlets was hailed by Mr. Damm as an important contribution to speedy commercial development of the new radio art.

Production Plans

That all major manufacturing companies will engage in FM production was revealed unmistakably to the convention by designated spokesmen. Any misgivings about the part RCA will play was dispelled. Dr. C. B. Jolliffe, RCA engineering executive and former FCC chief engineer, and RCA in-

(*Continued on page 12*)

PRESIDING OFFICER, Walter J. Damm, WTMJ-WMFM Milwaukee, and president of FMBI, on the rostrum as the two-day session opened last Wedensday at the Hotel Commodore, New York.

Fourth of Radio Personnel in Uniform

About 6,000 in Service 'Broadcasting' Study Discloses

MORE THAN 23% of radio's employed personnel is in the armed services, a tabulation based on information furnished by stations and networks for the 1944 BROADCASTING Year Book Honor Roll, shows. The Year Book, now on the presses, lists 5,813 men direct from networks and stations in uniform.

One-Fourth In Service

This figure does not take into account the hundreds of radio executives and employes in other branches of Government, such as the OWI, WPB, OPA and other civilian agencies. Neither does it list those on civilian duty with the Army, Navy and kindred services such as the Maritime service, Marines, Foreign Economic Administration, etc.

Since the list was submitted to BROADCASTING, radio has lost dozens of additional men to the armed services. Estimating that the names of at least 1,000 soldiers, sailors and marines will not be carried in the Honor Roll, because they were not listed by stations, or they were inducted after the listings went to the printers, radio would easily give more than one-fourth of its personnel to the service.

On the basis of radio's weekly payroll, tabulated by the FCC for the week of Oct. 17, 1943 [BROADCASTING, Dec. 27], a total of 24,515 persons were employed in broadcasting. That figure covered 10 networks and 815 stations.

BROADCASTING's Honor Roll does not include employes and executives of advertising agencies, transcription companies and affiliated radio firms. It takes into account only that branch of the industry best known to the public—the broadcasting station and network. Neither does it count the many men who have been wounded in action and have been returned to private life. Nor does the list take into consideration those men who have been discharged from the services because of physical disabilities.

Included in the 5,813 men radio has given to the armed services are 35 who won't be coming back to those jobs they left. Some lie buried in the fields of battle where they went down, fighting for the perpetuation of a free radio and a free country which they left to take up arms. Some were victims of disease or of accidents in line of duty.

Outstanding Service

Six others are prisoners of war. One of the first to be taken prisoner was Maj. George B. Hart, Cincinnati, former engineer of WLW-WSAI and later sales manager of WCPO. For gallantry in action he was twice cited by Gen. MacArthur and twice promoted after the Japs attacked the Philippines. Last word was that he was being held prisoner in the Philippines. The other five radio men, now prisoners of war, are: Lt. William

(*Continued on page 68*)

FM: Radio's New Dimension . . . . . *An Editorial*

CHALK UP another radio phenomenon. It wasn't a new invention that's destined to revolutionize things overnight. But it was a discovery—a discovery of FM by broadcasters and prospective broadcasters. A registration of 300 to 400 for the FMBI convention in New York last week had been anticipated. The record shows 650 with another 100 who didn't register.

There wasn't much surprising or new about the sessions—except the interest and attendance. But all those present learned something that a handful of pioneers who had become FM zealots and Armstrong disciples had known long ago—that FM is no flash in the pan; that it is a superior method of aural transmission, particularly in the urban areas.

A Technical Reality

There are those who would let well enough alone, contending that the public is satisfied with AM quality and that to develop FM merely builds a competitor or creates a Frankenstein. Let those broadcasters hark back to the development of AM after World War I, when smug newspaper publishers (and some of them are still around) wanted to stifle radio because of the competitive aspect. Progress and science can't be stopped.

FM is a technical reality. So is television. FM, requiring less drastic changes in techniques and economics, is more susceptible of introduction and acceptance on a broad national base when wartime restrictions on construction and fabrication of receivers are lifted. Neither, however, is ready today to get under way. Fundamental allocations factors are under study by both Government and industry. No time should be lost in fixing allocations and standards for these services.

Timely announcements of the major networks that they will provide program service for FM adjuncts of their present affiliates also have come in the last few days. The public doesn't listen to high-quality signals, but to programs. If both the program and the signal prove excellent, perfection is achieved.

But there is a yet broader question involved for the broadcaster. He wants to keep pace and strives constantly to improve service. FM, with adequate allocations, will make possible licensing of several thousand stations—if the demand develops. The problem then will not be the technical limitation on the number of stations that can operate, but rather the free competition aspect. It will be survival of the fittest. Radio then should be relieved of onerous Governmental restrictions and special regulation.

Those who attended the FMBI sessions didn't get all of the answers. They were left in the dark on future Government policy as to dual operation of AM and FM stations. It is permitted now. But what about the day when FM has effective circulation through receiver distribution?

FCC Chairman James Lawrence Fly was the key speaker. True, he has been an FM supporter from the start. He hailed FM as having come of age. He entertained a packed house with a brand of wit that combined the talents of a Will Rogers and a Fred Allen. But on FM and where it stands from the regulatory standpoint, his talk was a masterpiece of evasion. His auditors didn't relish it.

Saw for Themselves

To FM's distinguished inventor, Dr. Edwin H. Armstrong, to Walter J. Damm, FMBI president, and his able and broad-visioned associates, those who attended the New York sessions were deeply grateful. The purpose was to let them see for themselves. They did. They have a new perspective on a new dimension of radio. There will be an influx of FM applications from the present roster of broadcasters as well as newcomers.

It was a healthy development. They came, they heard and they can decide with knowledge of the facts as they stand.

FM Lays Plans

(*Continued from page 11*)

tended to design, manufacture and sell the types of apparatus for which need exists and which the public wants.

W. R. David, manager of transmitter sales of General Electric Co., predicted 750 standard (AM) stations, 500 FM stations, 100 television stations and 50 international broadcast stations five years after the war. His colleague, C. R. Barhydt, G-E receiving set official, predicted 5,000,000 FM receivers for the first full year of production following lifting of restrictions and 15,000,000 sets in the hands of the public at the end of five years.

Manufacturers generally predicted combination AM and FM receivers with the price ranges approximating those prior to the war. An FM receiver of excellent performance could be retailed at $60, one speaker said.

At a roundtable discussion Thursday morning, questions covering almost every conceivable aspect of radio development in relation to FM were answered by a panel of eight experts. Whereas C. M. Jansky Jr., consulting engineer to FMBI, urged retention of the present FM band extending from 42 to 50 mc. as best suited for the medium, Mr. Adair said technical studies undertaken by the FCC do not show conclusively that the service should remain there. FMBI officially is on record for acquisition of the No. 1 television channel extending from 50 to 56 megacycles, which would provide another 30 FM channels.

Dr. Armstrong predicted that the influx of applications for FM stations which would stem from the FMBI meeting would "force expansion of the existing FM band."

An advertising agency survey of FM audience, recounted by Preston H. Pumphrey, of Maxon Inc., revealed that, by and large, FM set owners are enthusiastic about FM reception, that they were led to buy in the first place by the superior tonal quality of FM and that the receivers have lived up to the promises made for them. It was also found that the virtual elimination of static was a major factor which rises in importance whenever man-made static presents a listening problem.

Adequate Band Needed

Philip G. Loucks, Washington attorney and general counsel of FMBI, said that if the policy of scarcity of channels followed in the past is shelved in favor of an adequate allocation, many of the problems presented in the standard broadcast band will disappear and there will be developed a "truly competitive system of broadcasting endowed with a new and expanding freedom from the need for detailed regulation".

This, he said, may prove to be

(*Continued on page 60*)

SPEAKERS TABLE group when FCC Chairman James Lawrence Fly addressed the Wednesday luncheon session of FMBI Convention in New York. Seated (l to r): T. C. Streibert, WOR-WBAM; Mr. Fly; President Walter J. Damm, WTMJ-WMFM; Dr. Edwin H. Armstrong, FM inventor; John Shepard 3d, Yankee Network and president of American Network Inc., FM national network project. Standing (l to r): Lee Wailes, Westinghouse Radio Stations Inc.; Philip G. Loucks, FMBI general counsel; Arthur B. Church, KMBC-W9XER; C. M. Jansky Jr., consulting engineer to FMBI; George Lang, WGN-WGNB; Dr. Franklin Doolittle, WDRC-FM. Chairman Fly said FM broadcasting has come of age.

Jett Predicts Relays Operated by Utilities

Calls FM and Video Competitive Services

By BRUCE ROBERTSON

A VERITABLE oral encyclopedia on FM operation, present and prospective, including operating and installation costs of network development, was made available to upwards of 700 broadcasters and observers at a seminar conducted last Thursday, highlighting the two-day annual meeting of FM Broadcasters Inc. in New York.

Eight experts from Government and industry, representing every phase of FM knowledge and development, participated in the roundtable, and answered some 60 questions which had been submitted in advance. All points, however, were not cleared up, with Government spokesmen unable to assure the convention that FM will remain in the present frequency range of 45-50 mc, although at least a doubling of the available frequencies for FM is favored by E. K. Jett, FCC chief enginer and Commissioner-designate.

Sees Utility Affiliation

FM and television were looked upon as competitive and different services rather than mutually exclusive ones by Mr. Jett, who discarded suggestions that FM utilize the soundtrack of television channels when video isn't being transmitted. He also brought out that when radio relaying of FM and television becomes feasible on a nationwide basis, it probably will be handled by a public utility carrier, such as A T & T or Western Union, or an entirely new company, rather than the networks themselves.

Panel participants, in addition to Mr. Jett, were Dr. Edwin H. Armstrong, FM inventor; Walter J. Damm, FMBI president, who presided; John Shepard 3d, Yankee Network and president of American Network Inc., national FM network project; George Adair, assistant chief engineer of the FCC for broadcasting; Philip G. Loucks, Washington attorney and FMBI general counsel; C. J. Jansky Jr., of Jansky & Bailey, Washington, consulting engineer to FMBI; and Lt. Comdr. Paul A. De Mars, former Yankee Network vice-president in charge of enginering, now with the Navy Bureau of Aeronautics.

Answering a question about the cost of erecting FM stations, Dr. Jansky said that the cost of any particular station depends greatly on the owner's ideas but that taking average figures, FM stations are slightly more expensive up to the 5 kw class and slightly less expensive than standard stations when the power is more than 5 kw.

He estimated that FM station installation, including transmitter, radiating system, speech input system and such essentials, plus the cost of installation and allowance of 5% for miscellaneous expenditures, but leaving out the costs of studios, transmitter houses and such items which vary widely from station to station, would run about as follows: $20,000 for a 1 kw station, $30,000 for 3 kw, $50,000 for 10 kw and $120,000 for 50 kw. Dr. Jansky added that these estimates are based on pre-war prices.

FM WAS LIVELY subject of conversation of these engineering-minded transmitter and radio set manufacturers as they listened to the expounding of C. M. Jansky Jr., of Jansky & Bailey, Washington. (l to r): Arthur Freed, Freed-Eiseman, New York; Dr. Ray H. Manson, Stromberg-Carlson Mfg. Co., Rochester; W. R. David, Paul L. Chamberlain, General Electric Co., Schenectady; Dr. C. B. Jolliffe, RCA-Victor.

Over 100 MC Impractical

Maj. Armstrong said that operating costs at his station, based on some 8,000 hours of operation at 40 kw output, had averaged about $2.50 an hour, of which about 30 cents was for tube replacement with the power charges accounting for the major part of the cost of operation. It was reported that the power bill for the FM station at Paxton, Mass., runs to about $1500 a month, while in Milwaukee WMFM's monthly power bill is only $725.

Mr. Jett held out little hope for any great increase in the number of FM stations in the near future. Reporting on a recent conversation with Frank H. McIntosh of the WPB Radio and Radar Division, he said that the military requirements of manpower and equipment are half again as large this year as they were in 1943, so that it will continue to be extremely difficult to secure material for the construction of a private domestic FM station.

If an applicant can produce a letter from the WPB showing that he has or will be given the material and manpower he needs to erect a station, and if he can prove that his station will serve an outstanding public need and that he can complete construction within a reasonable time, he has a chance of getting a construction permit, Mr. Jett said.

Asked about the highest frequencies on which FM can operate, Dr. Jansky said that one studio-transmitter link now operates on 330 mc, but he hastened to add that "this does not mean that we could use that frequency for a broadcast service to listeners. It is impracticable to broadcast power in the killowatt class above 100 mc," he declared, "so if we are to use that kind of power we must stay below 100 mc." He repeated his statement of the previous day: "There is no tangible evidence to prove that FM's present position is not the best place in the spectrum and there is plenty to prove that it is."

Disagreement with this view was expressed by Mr. Adair, who said that while the FCC is still studying the evidence and has made no decision, it has received material pointing to the desirability of moving FM to some other part of the radio spectrum. Mr. Jett said that the problem of future allocations of all radio services is now being studied by the Radio Technical Planning Board, the Interdepartment Radio Advisory Committee of the Board of War Communications, the FCC and the telecommunications section of the Dept. of State.

No Need to Junk FM

Questions as to the wisdom of "installing FM, probably operating it at a loss for a few years and then junking it in favor of television" and the practicability of letting FM operate on the television sound channel which also is FM, during the hours when there are no television broadcasts, were dismissed by Mr. Jett as showing an ignorance of the two types of broadcasting. He explained that in telecasting the pictures and sound are sent out from different transmitters, although each television channel as presently assigned allows for a continuous sound channel.

There will be no need to junk FM in favor of television, Mr. Jett said, nor to limit its hours of operation to those when television is off the air, as each offers a distinct service to the public. "FM and television are not competitive and FM should stand on its own feet as an oral broadcasting service," he declared. He added that to move FM to the channels assigned to television would cut its channels from 35 to 18, pointing out that there are not enough channels assigned to either FM or television now and that he had recommended that each medium be allotted at least twice its present number of frequencies. Dr. Jansky also added his opposition to "'a shotgun marriage of FM and television".

Mr. Adair advised those who are considering filing applications now for FM stations to be constructed after the war or as soon as materials may be available that any application filed now will merely go into the FCC's pending file, with its only advantage being to give an indication of the demand for sta-

(*Continued on page 64*)

President's Letter to Mr. Damm

January 21, 1944

Dear Mr. Damm:

Please convey my good wishes to all the broadcasters who are assembled to plan the future of frequency modulation broadcasting in this country.

The development of frequency modulation to the point where it affords the basis for a broader and improved broadcasting service to the people of this country represents another forward stride in the development of the highly useful art of radio. So long as our competent scientists in the radio industry are on the job, we can rest assured that this Nation will continue to lead in the advance of this science which is so vital to the country and to the world at large.

It is my fervent and confident hope that the broadcasters of this country will keep step with the advancing science and will continue to lift radio broadcasting to ever higher planes of public service.

With my very best wishes to you all, I am,

Very sincerely yours,

(Signed) FRANKLIN D. ROOSEVELT

MILLIONS IN BILLINGS but not a nickle to spend on FM—yet. This group of agency account executives, radio directors and time-buyers were regaled with the virtues of FM at fifth annual convention of FMBI in New York last week. They were the guests of Branham Co., national station representatives.

FMBI Reelects Damm at N.Y. Meeting

Plans for Bulletins And Brochure Are Announced

FMBI AT ITS ANNUAL membership meeting and board of directors session held last Thursday afternoon in New York, which followed a day and a half of open sessions, heard reports on specific FM problems, after the unanimous reelection of Walter J. Damm, President; L. W. Herzog, secretary-treasurer, WTMJ-WMFM; and Theodore C. Steibert, WOR-WBAM, vice-president. Mr. Damm, John Shepard, 3d, Yankee Network, and George Lang, WGN-WGNB, were re-elected to three year terms on the board of directors.

Plans for a weekly factual FMBI bulletin as well as a general monthly promotional bulletin on FM to be prepared for advertisers and agencies and others interested in FM were presented at the general session. These bulletins will be issued shortly under the direction of Myles Loucks, new manager of the FMBI Washington office.

The group also heard the report of the publication committee under the direction of Dr. Ray H. Manson, Stromberg-Carlson Mfg. Co., on the publication of a new brochure similar to the widely known "Better Mousetrap" piece issued by FM several years ago, designed to give the public a wider knowledge of FM. Distribution of the new brochure is expected to reach close to one million copies according to L. W. Herzog, FMBI secretary-treasurer.

The engineering allocation committee under the direction of Everett L. Dillard, KOZY Kansas City, reported on the results of its study on the automotive ignition noise as a source of interference to reception of FM sets installed in automobiles. The committee which undertook the study shortly after the FMBI met in Chicago last Dec. 8th (BROADCASTING, Dec. 13), recommended that the FMBI should cooperate with both the Society of Automotive Engineers and the Radio Technical Planning Board in an effort to eliminate this interference. The matter of satellite operation was referred back to the board for further consideration.

The Engineering Allocation committee took cognizance of the desirability of establishing minimum standards of receiver performance to get full advantage of FM reception. "The grade of FM reception", it was said, "is more dependent upon good receiver design than is the case with AM reception".

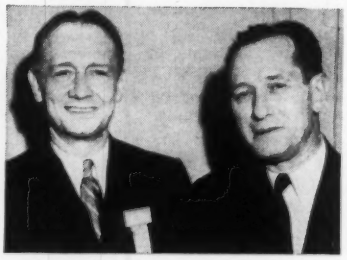
The board meeting which followed the general membership session discussed procedures to be followed in bringing to the attention of Congress a possible amendment to the Communications Act which would give the FCC jurisdiction over interference caused by dyathermy and other ultra high frequency equipment.

The board also discussed a proposal to urge the FCC not to bar the use of common towers by FM stations.

No action was taken on recommendations providing for classification of FM stations since it was felt that if there is a wide enough band for FM, there will be no need for the establishment of station classifications. The board voted to return the annual membership dues to $300. At the close of the directors meeting it was announced that FMBI membership now totals 108 with the addition of 36 new members during the convention.

At the Meeting

Attending the board of directors meeting were: Mr. Damm, Mr. Streibert, Mr. Herzog, Mr. Lang, Franklin M. Doolittle, WDRC-WDRC-FM, Dr. Manson, Lee B. Wailes, Westinghouse Radio Stations Inc., Arthur Church, KMBC-W9XER, John Shepard 3d, Yankee Network. John V. L. Hogan, WQXR-WQXQ, was absent.



BROTHER ACT, radio version. Philip G. Loucks, Washington attorney and general counsel of FMBI, introduces his younger brother, Myles L. (right), who was named manager of the Washington office of FM Broadcasters Inc., at the association's annual convention in New York last week. Brother Phil was former managing director of the NAB. Both are ex-newspapermen.

Mrs. John A. Riley

MRS. JOHN A. RILEY, a major in the WACS, wife of Capt. John A. Riley, former manager of KOY Phoenix, Ariz., died Jan. 26 as the result of a fall from a cliff near Fort Oglethorpe, Chattanooga, Tenn., where she was stationed. Surviving are her husband, and a son, Lt. John Riley Jr.

'Info Please' Guests

WENDELL WILLKIE, Republican leader, is first of a series of guests replacing Clifton Fadiman as quizmaster of *Information Please* on NBC for the Jan. 31 broadcast, while Mr. Fadiman joins the "experts."

Myles L. Loucks Heads FM in D. C.

Capitol Attorney's Brother Appointed by FMBI Board

APPOINTMENT OF Myles L. Loucks, York, Pa., newspaperman, and younger brother of Philip G. Loucks, Washington attorney, as director of the Washington office of FM Broadcasters Inc., was announced last Wednesday by Walter J. Damm, FMBI president.

The appointment, approved by the FMBI board at its convention meeting in New York, became effective with the convention. Office will be opened at Suite 711, Colorado Building, Washington. Mr. Loucks, for the past 20 years on the editorial staff of the *York Dispatch*, follows in the footsteps of his older brother. Phil Loucks, also a former York newspaper man and an attorney, became the managing director of the NAB in 1930, and built the organization from a membership of less than 50 to a representative trade association, from which he resigned in 1935 to reenter private practice. He is General Counsel of FMBI and is senior member of the Washington law firm of Loucks and Scharfeld.

Myles Loucks was born in Jacobus, Pa., 41 years ago. He is married, but has no children.

Mr. Damm was to be in Washington this week to organize the new office. The FMBI bulletin will be written by the new office director.

Ford Adds Folk Music, Religion to Newscasts

FORD MOTOR Co., Detroit, is now offering Blue listeners a sequence of news, folk music and church programs in the 8-8:15 p.m. period formerly occupied by Earl Godwin, commentator, and alternates until Jan. 6, when a major format change began to take shape.

Ray Henle, Ford newscaster since Godwin went off the air, was replaced last week by Paul Nielson, Blue newscaster, in the Monday through Friday spot. Effective Jan. 22 *Early American Square Dance* was substituted for the newscast on Saturday. Original contract to have Tommy Dorsey and his orchestra occupy the Monday through Saturday spot was canceled shortly before the program was to go on the air. Another change revealed last week was that the title of the Sunday program featuring the Greenfield Village Choir, from Greenfield, Mich., has been changed to *Greenfield Village Chapel Service*. Agency is J. Walter Thompson Co., New York.

Socolow Forms Firm

A. WALTER SOCOLOW, attorney who represented the transcription industry in its legal action to stop the AFM ban on recordings, and Benjamin Pepper have formed a law partnership under the name of Socolow & Pepper, with offices at 580 Fifth Ave., New York.

BUY ONE . . . GET THREE — *Plus!*

When you buy WHO, you get the largest primary coverage, plus the largest secondary coverage, plus the *greatest dealer influence available from any medium in the State!* ● ● ●

In polls conducted by Iowa Retail Grocers & Meat Dealers Assn., and Iowa Pharmaceutical Assn., 68.3% of grocers and 87.4% of druggists voted *radio* the best state-wide advertising medium in Iowa to help sell goods. ● ● ● *Of all radio stations heard by Iowa families, WHO was voted most effective*

—by 54.7% of grocers vs. 10.1% for Station B
—by 61.9% of druggists vs. 1.5% for Station B

"Such popularity must be deserved!" Write for further facts—or ask Free & Peters!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

FCC-WPB Ease Construction Freeze

Joint Policy Permits Conditional Grants By Commission

IN SIMULTANEOUS statements issued last Wednesday, the FCC and War Production Board announced that in the future the Commission will issue conditional grants for new stations or change of facilities, involving critical materials, where it is shown that such grants would "serve an outstanding public need or national interest".

The new policy segregates the functions of the two Government agencies, the necessity of new construction to be determined by the FCC, with the WPB to decide upon the release of needed critical materials.

Heretofore the Commission has arbitrarily dismissed without prejudice, under its freeze order of April 27, 1942, some 300 applications for new construction and change of facilities. Under the new arrangement conditional grants will be issued in certain cases.

Not Invitation to File

Applicants, whose petitions were dismissed under the freeze order, were given until March 26 to submit petitions for reinstatement, "accompanied with amendments and supplemental information appropriate to any change in circumstances".

The new policy was seen as a move toward cutting red tape and expediting Commission action on proposed new construction. By deciding applications as they are filed, the FCC will avoid jamming its docket with scores of applications when the materials ban finally is lifted after the war, it was said. It also relieves the Commission of attempting to decide a critical materials issue, placing that responsibility on WPB.

Both the FCC and WPB public notices pointed out that the statements were "not to be construed as an invitation for the filing of applications; the policy set forth is intended only to permit grants that will serve an outstanding public need or national interest." The WPB added that it could not adopt a policy of granting applications "merely because all required radio equipment was on hand or available".

Despite the decision to issue conditional grants, the Radio & Radar Division of WPB pointed out that the FCC policy does not mean a relaxation of WPB policy "which is dictated by the need for conservation of manpower, materials and manufacturing facilities of radio equipment and maintenance supplies". Present indications are that in spite of the tremendous expansion of radio production, the WPB statement said, the requirements of the armed forces in 1944 are "half again as large as in 1943".

"WPB efforts are now directed primarily to provide existing broadcasting stations with essential replacement equipment such as microphones, turntables, audio amplifiers and recording equipment," said the announcement. "It is felt that before equipment is made available to new stations, existing stations should be provided with such equipment as is needed to maintain the service they have been offering in the past."

Both FCC and WPB made it plain that the new policy does not mean the suspension of FCC orders and practices "looking toward the conservation of equipment, such as Order 107 relating to operation with reduced power". The FCC held that it would "not be in the public interest to issue and have outstanding permits for authorizations, the terms of which cannot be met within a reasonable period".

"The Commission will give consideration to the issuance of conditional grants upon applications," said the FCC notice, "where it is shown (1) that a grant will serve an outstanding public need or national interest; (2) that the operation proposed is consistent with the provisions of the Rules & Regulations of the Commission and the conditions and standards prescribed in the (Communications) Act; and (3) that, after due consideration of the policies and orders of the WPB the facts with respect to existence or availability of necessary materials, there is reasonable prospect that the proposed operation in the vicinity in question can be provided for without substantial delay."

Following is the procedure outlined by the FCC:

(1) When a conditional grant is authorized, applicant will be notified to that effect and advised that a permit will not be issued until applicant has satisfied the Commission with respect to the following within 90 (*) days of notice of conditional grant:

(a) By evidence in writing from the War Production Board that any authorization of that Board necessary to carry the construction to completion has been obtained or that none is required.

(b) That applicant is in position to complete all construction necessary to the proposed operation within a reasonable period.

(c) Acceptance of the grant upon these conditions has been submitted in writing within 20 days of date of notice of grant.

(*) This time may be extended to a maximum of not to exceed 120 days from the date of notice of intent to grant upon a satisfactory showing that there is reasonable assurance that the conditions can be met in the time specified.

(2) Upon a showing that satisfies the conditions prescribed in the conditional grant, the Commission will issue a regular authorization.

(3) If applicant fails to satisfy the conditions within the time allowed, the application will be designated for hearing or given further consideration as may be found appropriate.

Following are the restrictions on radio construction under WPB orders, as outlined in last week's announcement:

1. General Limitation Order L-265 prohibits the transfer of electronic equipment from a supplier or manufacturer unless the order bears a preference rating of A-1-A or better. A rating of AA-4 or better is required for manufacture of such equipment.

2. General Limitation Order L-41 requires an authorization to start construction if the cost of construction is over $200.

3. Authorization must also be obtained from the Office of War Utilities to install power and telephone lines.

4. Several other orders cover the transfer of materials, such as copper, even though they may be surplus stock.

SHOUSE URGES VOICE IN EUROPE

Greater Post-War Use of Radio by U. S. Advocated By Crosley Vice-President

A GREATER American radio voice in post-war Europe than that which maintains today was urged recently by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, in an address before the Cincinnati Advertisers' Club.

Speaking on his recent trip to London as special consultant to the OWI, the general manager of WLW - WSAI and other Crosley broadcasting activities declared that "we in this country are evidently still complete neophytes in the use of potentialities of radio as an instrument for integrating the people of different nations in a common bond of understanding if not, in every case, of sympathy."

Mr. Shouse told of his experiences in connection with the British Broadcasting Corp., of the splendid job it is doing to win the war. Quite contrary to visionary impressions, he said, he did not find the BBC "the stodgy, superaesthetic broadcasting organization" it might have appeared to be as a result of limited reading about it. The BBC has grown from a 1,000-person organization to one of 25,000, he said.

"I might venture the assumption," he said, "that there is today, in the southern half of the British Isle, the greatest concentration of broadcasting transmitting equipment in the world." He explained that the BBC operates through three divisions, Overseas, European and Home Service. The first two are responsible for the tremendous growth of the BBC, he said.

Explaining that from the British Isles it is possible to reach all of Europe through standard broadcasting, he said he did not believe "it will ever be possible for the U. S. to do as effective job in Europe by means of shortwave" as the British can do by standard-band transmitters.

"I do not propose that the British will be disposed to misuse this tremendous advantage any more than we have felt in this country that they would misuse their navy," said Mr. Shouse. "I do hope, however, that somehow it might be possible for the U. S., too, to find itself in the position of being able, not only for commercial reasons, but for idealogical reasons, to provide and control our own transmission facilities to the continent of Europe just as, regardless of the British Navy, we, too, throughout most of our history, have elected to be a naval power.

"I think this is a serious problem; it is one, I am sure, which is fraught with grave potentialities. Whether as a nation we like to admit it or not, or whether we like to think of it or not, Europe after the war will still be a tremendously important part of any plan of world economy . . . It will, for many years, be an important thing that the American philosophy and American thinking about the world of tomorrow be kept crystal clear in the minds of the hundreds of millions of people on the Continent.

Mr. Shouse, after returning from overseas, was invited to write an article on his impressions for a British magazine. In it he wrote of the BBC: "Many types of programs are done excellently . . . I heard with the greatest enjoyment and admiration some of the BBC's excellent documentary programs produced and handled with a touch and a sensitiveness that we seldom achieve, but I also heard, on one particular Sunday, a revival of a 1923 musical comedy that compared with some of our worst."

HIS IMPRESSIONS OF RADIO as he saw it in Britain formed the basis of a talk by James D. Shouse, vice-president of the Crosley Corp., Cincinnati, in charge of broadcasting, before the Cincinnati Advertisers Club. Seated at the speakers' table are (l to r): Mr. Shouse; James W. Petty Jr., publicity director, H & S Pogue Co., Cincinnati; M. F. (Chick) Allison, WLW promotion director and president of the Advertisers' Club; Robert E. Dunville, Crosley vice-president and assistant general manager of broadcasting, and Lewis M. Crosley, executive v.-p.

24 Hour A DAY Promotion!

RADIO STATION W-I-T-H IN BALTIMORE TIES IN 30 DAY PROMOTION WITH 4TH WAR LOAN DRIVE!

RADIO STATION W-I-T-H IS GIVING AWAY 240 WAR BONDS Eight Every Day From Jan. 19th to Feb. 17th

KEEP TUNED IN TO THESE HIT SHOWS

You can't tell what show we will interrupt to give away the Bonds! Here's today's schedule:

6:00 News of the Hour (A.M.)
6:05 Hillbilly Time
6:30 Wake Up Baltimore
7:00 Sunrise News Scout
7:15 Wake Up Baltimore
8:00 News of the Hour
8:05 Wake Up Baltimore
9:00 News of the Hour
9:05 Good Neighbor
9:30 Sinatra Sings
9:45 Meet the Band
10:00 News of the Hour
10:05 Song Spinners
10:15 Love Affairs on the Air
10:30 Housewives' Jackpot
11:00 News of the Hour
11:05 Melodic Gems
11:15 Show Time
11:30 Midday News
11:45 Songs of Romance
12:00 News of the Hour (P.M.)
12:05 Shop on Charles St.
12:30 Behind the War News
12:35 Race Scratches
12:45 Better Music
1:00 News of the Hour
1:05 Matinee Melodies
1:30 Master Lean Commentary
1:45 Pan American Panorama
2:00 News of the Hour
2:05 Big Name Bands
2:15 Footlight Parade
2:30 Housewives' Jackpot, P.M. Edition
3:00 News of the Hour
3:05 On the Bandstand
3:30 On the Bandstand
3:45 Club Time
4:00 News of the Hour
4:05 Sports Special—Bill Dyer
4:30 Sports Special—Bill Dyer
5:00 News of the Hour
5:05 Sports Special—Bill Dyer
6:00 News of the Hour
6:05 Twilight Tunes
6:15 Adventures of Jimmie Allen
6:30 A.P. News Roundup
6:45 Harmony Caravan
7:00 News of the Hour
7:05 Pure Enjoyment Time
7:30 Swing Class
8:00 News of the Hour
8:05 Phonaway Jackpot
8:15 Good Listening
8:30 Bing Crosby Sings
8:45 Red Cross Show
9:00 News of the Hour
9:05 Velvetunes
9:15 Symphony Hall
10:00 News of the Hour
10:05 Time to Relax
10:15 War Bond Contest
10:30 Time for the News
10:45 Boogie Woogie Special
11:00 News of the Hour
11:05 Kay Kyser
11:30 Fred Waller Presents
11:45 Songs for Victory
12:00 News of the Hour
12:05 Nite Owl Club (A.M.)
12:15 Songs We All Remember
1:00 News of the Hour
1:05 Nite Owl Club
2:00 News of the Hour
2:05 Nite Owl Club to...
6:00

Keep tuned in to W-I-T-H! Any minute of the day your name may be read out of the city directory if you haven't a phone. If you have a phone we may call your number. If you aren't listening to W-I-T-H, the value of that Bond is added to the next name. Keep tuned in! $200 in Bonds given away every day.

$6,000 IN WAR BONDS!

We've just begun to fight this war! And this is the year of *decision!* We've got to get up that FIGHTING money now!

To pound this fact home to every soul on the home-front of Maryland, Radio Station W-I-T-H is going to give away War Bonds. 240 of them! Eight $25.00 Bonds every day for 30 days. A total of $6,000. That's right! So listen in to W-I-T-H. Eight times a day we will name lucky Baltimoreans. We'll ask you to identify the program . . . and we'll ask you a simple question.

So stay tuned in to the sparkling W-I-T-H programs — morning, noon and night! We're on the air twenty-four hours a day. Your name may be selected in the evening, afternoon or morning!

You can win one of these Bonds. But whether you win or not, remember . . . it's just as much our job to buy that *extra* Bond as it is for our boys to slug it out over there.

TOM TINSLEY
President

KEEP TUNED IN ALL THE TIME TO

W-I-T-H

1230 ON YOUR DIAL

Let's do it again, Maryland! Over the top as before to win the war in '44!

Good for the Bond Drive . . . for the advertiser . . . for the listener . . . for the station . . . Represented Nationally by Headley-Reed.

New FM Granted Press Applicant

FCC Decision Answers Newspaper-Owner Question

FIRST construction permit to be granted a newspaper-affiliated organization for a commercial FM station, since the FCC suspended its newspaper-divorcement project, was issued last Tuesday by the Commission to the Head of the Lakes Broadcasting Co., Superior, Wis. The company is licensee of WEBC Duluth, WMFG Hibbing and WHLB Virginia, Minn.

In many quarters the affirmative action was interpreted as the Commission's answer to the question: "Will the FCC permit newspapers or newspaper-affiliated groups to operate FM stations?" That question came up before the Senate Interstate Commerce Committee during hearings last November and December on the White-Wheeler Bill (S-814). Commission witnesses, including Chairman James Lawrence Fly, evaded direct reply on the grounds that the newspaper-divorcement question had not been decided.

Pioneer in FM

Pressure from both Houses of Congress, plus assertions that new radio legislation would contain prohibitions against discrimination in the case of newspaper-ownership of radio, coupled with the valiant fight put up by Commissioner Craven are believed responsible for the Commission's dismissal of its newspaper-divorcement proceeding under Orders 79 and 79A. Sen. Chan Gurney (R-S.D.) announced recently that he planned to write an amendment into the White-Wheeler Bill, safeguarding newspaper-owned stations in the development of FM and television.

One of the early pioneers in high frequency, the Head of the Lakes Broadcasting Co. began operation of W9XJL in July 1936 and continued that station until April 1940. A month later W9XYH was licensed but on Jan. 1, 1941, under Order 69 banning experimental FM stations, the FCC denied a license renewal.

Between Jan. 1, 1941, and April 20, 1943, W9XYH was permitted to operate on special temporary authority. A class 2 experimental license, granted last April 20, will expire April 1, 1944, at which time the new FM station, WDUL, will begin operations under present plans of the company, providing the Commission grants a license.

Application for a commercial FM station was first filed by the Head of the Lakes firm on Dec. 3, 1940 by Loucks and Scharfeld, attorneys for the firm. An amended petition was filed Dec. 17 the same year but on May 20, 1941, the Commission, under Order 79, placed the application in the suspense file. On Aug. 7, 1941, petition was filed to remove the application from the suspense file and on Sept. 16, 1941, that petition was denied.

On June 1, 1943, Head of the Lakes company filed petition to retain its application in the suspense file or to dismiss it without prejudice, due to wartime conditions. The case was reopened last October, resulting in last Tuesday's action.

In its amended petition the Head of the Lakes firm set forth that no critical materials would be needed for WDUL, which will operate on 44,500 kc, with 1,000 w power, giving a coverage of 407 square miles. Only change in equipment necessitated is regrinding of crystals. As soon as materials are available Head of the Lakes plans to expand WDUL by increasing its power and moving the transmitter from Superior to a high bluff overlooking Duluth, site of which already has been purchased.

Head of the Lakes Broadcasting Co., is headed by Morgan Murphy, president, Evening Telegram Co., Superior. He also is secretary-treasurer of Central Broadcasting Co., Eau Claire, Wis., licensee of WEAU. E. P. Dupont, treasurer of the Northwest Paper Co., Cloquet, Minn., is vice-president and director; W. C. Bridges, director-stockholder of Central Broadcasting Co., secretary-treasurer; Clough Gates, general manager of the Evening Telegram Co., and Stuart B. Copeland, president of the Northwest Paper Co., are directors.

The Northwest Paper Co. holds 25% of the stock or 258 shares; the Evening Telegram Co., 32.125% or 257 shares; Mr. Murphy, 20.125%, 161 shares; Mr. Bridges, 10%, 80 shares, and R. L. Griggs 5%, 40 shares. R. T. Bayne and Messrs. Copeland, Dupont and Gates each hold one share of stock.

Danger of Musicians Strike At Originating Points Is Ended

REMOVING the danger of a walkout of union musicians from the main program originating points of the four nationwide networks when current contracts expire at midnight tonight [Monday, Jan. 31], James C. Petrillo, president of the American Federation of Musicians, on Thursday sent messages to AFM local unions in New York, Chicago and Hollywood authorizing them to negotiate new contracts with network officials in their cities.

Unsettled Problems

Mr. Petrillo had requested the locals not to enter into such negotiations early last fall, at the time that hearings of the AFM ban on recordings were started in New York by a panel appointed by the National War Labor Board to investigate the dispute between AFM and the recording companies, several of which have network affiliations. His removal of the prohibition on negotiations with the networks followed five meetings with network top executives, one taking place during Christmas week and four in the week preceding the Thursday announcement.

Stating that "There is not going to be any strike," Mr. Petrillo added that the union and the networks still have some unsettled problems to consider, but that they could be gone into at a later date and need not hold up negotiations with the locals. Union by-laws automatically become a part of all contracts, enabling the union to call a strike at any time.

No new deadline was set, but both sides agreed to push negotiations along as rapidly as possible to complete the new contracts, terms of which will be retroactive to Feb. 1. Last August, Local 802 in New York asked the networks for a 15% increase in minimum scale, retroactive to Aug. 1, 1943, under a cost-of-living clause in the contracts, and it is expected that similar increases will be asked by the other locals.

New York local also requested complete jurisdiction over music librarians employed by the networks and the elimination of a special provision for musicians working four hours out of an eight-hour day, placing all network staff musicians under the regular provisions for five hours work out of eight hours.

Other points raised by the New York union include a request for separate sliding scales for quarter-hour programs, instead of the present method of basing payment for work on individual programs, and a suggested increase in scale for one-time broadcasts from the present $12 for an hour's work or less, to a new scale calling for $12 for a 15-minute broadcast with $3 for each additional quarter-hour up to $20 for a full hour.

* * *

WLB Defers Action

National War Labor Board announced Friday it would take no action on the agreement between the AFM and seven recording and transcription companies pending a report by the WLB panel which held hearings on the dispute between the AFM and the three remaining companies. The board stated the hearings have ended and a report is in preparation.

The action was unanimous, the board explaining it had not gone into the merits of the two questions concerned — whether payments to the employment fund provided for in the contract constitute wage payments, and whether if it is determined to be a wage agreement subject to the board's jurisdiction it is consistent with the wage stabilization program.

WQXR Acquisition By Times Denied

James and Hogan Both Claim Negotiations Incomplete

REPORTS that the *New York Times* had acquired ownership of WQXR New York were denied last Friday by both John V. L. Hogan, president of Interstate Broadcasting Co., owner of the station, and Edwin L. James, managing editor of the *Times*, who is handling the negotiations for the paper.

Fact that conversations between officials of WQXR and the *Times* have been going on is an open secret in radio circles. Mr. James, however, told BROADCASTING, "We have nothing to announce. When there is, it will appear in the *Times*." Mr. Hogan said: "If a deal is made it will be announced. Nothing is certain at this time." He added that Leonard Lyons had "jumped the gun", referring to an item appearing in Mr. Lyons' column in the *New York Post* on Jan. 26 reporting that the station had been sold to the *Times* and that "the price was over a million". Figure is believed to be an exaggeration.

Time Inc. Interest

Neither Mr. Hogan nor Mr. James would discuss the possible disposition of the 1,000 shares of preferred stock in IBC held by Time Inc., publisher of *Time*, *Life* and *Fortune*. At the time of the acquisition of this stock by *Time* in August 1942 it was announced that it was part of an arrangement whereby the publishing company and the station would collaborate in "experiments in radio programming and broadcasting". Announcement also stated that there would be no change in the ownership of common stock or the management of the broadcasting company.

WQXR went on the air in 1939 as W2XR, an experimental television sound station with 100 w power, broadcasting classical records to accompany the images for no better reason than Mr. Hogan's fondness for good music. Few people could receive the pictures but many tuned in and liked the music and at their insistence the station was put into regular operation. Its schedule of 80% classical and light music, 20% news and commentary, based on the assumption that some listeners are intelligent people of good taste, has attracted listeners and advertisers. WQXR's power has been boosted several times and it now operates with 10,000 w.

"Talk about Shell Loading Plants . . . . . I've got over 300 on my farm alone"

"Sometimes, out here in Nebraska, it seems that the war is pretty far away. So the youngsters and my wife and I remind ourselves that we are on the production-front by calling our hens 'shell-loading plants.' We heard George Round on KFAB call them that one day. He talks every morning from the College of Agriculture ...and he says there are over 20,000,000 'shell-loading plants' in the KFAB area.

"Of course I don't *specialize* in poultry. Like most Nebraska farmers I have learned to diversify—to raise corn and wheat and other crops and to have chickens and hogs and milk cows and so on. That way, we always have money to spend.

"Nowadays I'm working harder than ever, trying to do my full share in producing food for Victory. And since prices are good on all farm products, I'm in a position to buy a good number of War Bonds and to get the things we need here on the farm, too.

"If you've got something to sell...something we ought to have...you can be sure we'll hear about it if you tell about it on KFAB. It's the 'friendly neighbor' we've listened to for more than 20 years."

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, NEBRASKA

780 KC - 10,000 WATTS — BASIC COLUMBIA

Represented by EDWARD PETRY COMPANY

Behind-Scene Workers Named; WFD Discs to Run After Loan

Early Bond Totals From New York Stations; Cross-Section of Fourth Loan Activities

THOSE PERSONS who silently have shouldered the responsibility for the preparation of the great quantities of radio continuity required by the War Finance Division of the Treasury Dept. in its bond promotion activities were honored by WFD last week in a release to BROADCASTING making public the time and effort which has been donated in this respect.

Named were Joseph A. Moran, associate radio director of Young & Rubicam, New York, and his wife, radio actress Thelma Ritter; Reggie Morgan, radio continuity supervisor of Ruthrauff & Ryan, New York; and C. Halstead Cottington, radio director of Erwin Wasey, New York. Mr. Moran, who has been doing work for the Treasury for the past two years, was acquired by Young & Rubicam several years ago on the merit of his now legendary contest winning abilities. He previously had been in theatrical work for a number of years. Miss Morgan worked up to her present position with Ruthrauff & Ryan from a secretarial post of ten years ago. She has been assisting the Treasury since April, 1942. Mr. Cottington, in view of his past agency experience, is in charge of continuity designated for rural areas by WFD.

These agency people have prepared all bond promotion continuity for the name band network bond broadcasts, all of the transcribed programs of the Treasury, the live and disc one-minute announcements released through OWI and other special programs and projects.

Orchestras conducting special bond promotion programs on which the material is used are Tommy Dorsey, heard 11:30-12 midnight Thursdays on the Blue; Horace Heidt, on the Blue Saturdays 1-2 p.m.; Guy Lombardo, Mutual, Wednesdays 11:25-12 midnight and Little Jack Little, who broadcasts Monday through Friday 3:45-4 p.m. on the Blue. All of these programs are sustaining.

The *Treasury Star Parade*, currently issued three per week, will continue to be released one per week following the Fourth Loan. The *Treasury Salute* series and the *Treasury Song for Today* series, which were inaugurated especially for the present Bond Drive, will be continued after the campaign. Frequency of release for these is as yet undecided but they will be sponsorable as at present.

Guy Lemmon, campaign manager of the Treasury project, War Advertising Council, is credited with the organization of these extensive activities.

WHN Plan

WOR New York reports sales in excess of half-a-million dollars in response to the first two days of appeals from war plants and through the *Chickering 4-7110* programs. With no specially-built programs, WMCA New York claims $700,000 in bond sales as of Friday, Jan. 21. Station is carrying war bond pleas on every program during the Drive.

Plan at WHN New York is to have one program series each week plug the campaign. The four-hour morning variety show *Gloom Dodgers* went into action last week and record m.c. Dick Gilbert is now scheduled to devote his three-and-a-half hours daily to the Drive. WHN's *Swing Clubbers* sold $33,000 over a period of several days.

WINS New York is tying in with special sports events staged by the Treasury Dept. and the Sports Writers of New York, carrying on-the-scene accounts last week of basketball, tennis and hockey games from regimental headquarters and Madison Square Garden.

Policy of WOV New York is to have less "grimness" and more entertainment in its bond selling. Station is carrying a series of 20-second musical jingles throughout the day and for one entire day will delete all commercials from its Italian-language programs, including only the sponsor's name. Exploits of American heros of Italian extraction will be the subject of special dramas.

WNEW New York sold $13,000 in bonds through one broadcast of Martin Block's *Make Believe Ballroom* on the opening day of the Drive.

At the request of the Treasury Dept. the *Red Skelton* program on NBC Feb. 8, sponsored by the Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes), will be broadcast from the Los Angeles Philharmonic Auditorium in cooperation with the Fourth Loan. At the broadcast the audience will be asked to submit their names on cards describing the amount of war bonds each has purchased. Six of the names are to be read on the Skelton show Feb. 15.

Report on the progress of the Army's WAC War Bond Caravan, which is on a ten-day bond selling tour of Georgia, is broadcast each day over WAGA Atlanta by Lambdin Kay, publicity director for the Georgia War Finance Committee.

Local Speakers

Fourth Loan was opened in Fitchburg, Mass., by a half-hour broadcast on WEIM from the local War Bond headquarters. Featured on the program were municipal and state leaders. WEIM is daily presenting a quarter-hour *Minute Man* series of bond promotion addresses by prominent Fitchburg citizens. Station break time announcements also have Fourth Loan slant.

A total of $150,525 in bonds were sold during a two hour rally conducted by WSLS Roanoke, Va., in the station's studios on the opening night of the Drive. Local talent was assembled for the event by WEIM war program manager Horace Fitzpatrick. KOA Denver daily broadcasts a report from Governor John C. Vivian on the progress of Colorado in the campaign. Appearing with the governor on the initial broadcast were state War Finance committeemen and wounded war veterans. A different veteran appears each day on the program.

Pickups from the Norfolk Navy Yard, Norfolk Navy Operating Base, Camp Perry, home of the Seabees; Camp Lee and the Marine Base at Quantico were featured on the hour broadcast opening the Fourth Loan in Virginia over a 14 station statewide hookup. Gov. Colgate W. Darden Jr., and other state leaders appeared on the program which was directed by Irvin Abeloff, program service manager of WRVA Richmond. Broadcast originated from WRVA and was fed to WTAR WGH WLVA WBTM WSLS WMVA WKEY WCHV WLPM WSAP WOPI WINC WWDC. Transcription of the show was later broadcast by WMBG WRNL WDBJ.

Tabulations

Networks and local stations in New York began to tally up the first returns last week and the first of a series of 16 broadcasts now being staged from Manhattan night clubs by CBS netted $4,118,900—sold from the "21 Club" Jan. 21. Sales at the Monte Carlo the next night ran to $415,000, at the Hotel Pierre $271,000 and at the Stork Club $468,000. The second of a Hollywood series of two special *Recreation Hall* broadcasts was scheduled by CBS last Sunday, Jan. 30, and another Hollywood affair centering around Frank Sinatra on CBS was scheduled for Jan. 26. Admission was through bond purchase.

Mutual's big event last week was a Saturday show featuring heroes of the "Golden Age of Sports" of the 1920's, including Babe Ruth, Jack Dempsey, Bobby Jones and others and contemporary sports figures such as Alice Marble and Don Budge. Broadcast from the WOR-Mutual Theater, in cooperation with the Sports Broadcasters Assn., the program was expected to sell a million dollars worth of bonds, according to Mutual. MBS has set Feb. 1 as the date for a special program of original music to be broadcast from WGR Buffalo bearing the title *Ballad in V*.

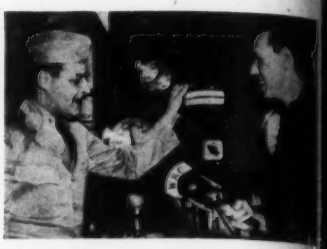
Initial effort of NBC, which will concentrate on an intensive "clean-up drive" beginning Feb. 8 in conjunction with the Boy Scouts of America, brought $250,000 in bond sales from an appearance of *Mirth and Madness* in Glen Cove, Long Island.

The Treasury's efforts to reach the individual buyer met with success in Kansas City Jan. 14 when 11,000 citizens pledged $11,000,000 at the broadcast of *Meet Your Navy* on the Blue.

MILLER McCLINTOCK proves that he is a good salesman for Uncle Sam, as well as for Mutual, on the dual occasion of the opening of the Fourth War Loan Bond Drive, and the premiere of the new Helbros Watch program. Here he accepts from William Helbein, president of the watch firm, a check for a $25,000 war bond, on the night of the start of *Pick & Pat*, on Mutual, Tuesday, Jan. 18, 8:30-9 p.m. Agency is William H. Weintraub & Co., New York.

Sterling Effort

SO GREAT is the faith of Fred Sterling, chief engineer of WOAI San Antonio, in War Bonds, that he has pledged his entire 1944 salary for their purchase. Living up to his name as far as the war effort is concerned, Fred invested $5,800 in war bonds from Dec. 7, 1941 until the end of 1942. Fred's son, Lt. Jerry Sterling, Brooks Field, Tex., feels just about the same way, having contributed his maximum, $5,000 per year, for bonds.



NEW TWIST to Bond selling—Lt. Comdr. Lawrence Breese, chief engineer of the Liberty Ship American Mariner, and Holly Wright, announcer of WRC Washington, describe by recording the function of the master control board of the ship's engine room. Part of three hours of programs recorded aboard the ship during a 450-mile trip from New York to Washington broadcast later as WRC's contribution to Fourth War Loan drive.

Young . . . and a FAST CLIMBER!

That's 5-year-old KXOK . . . the Blue Network station in St. Louis.

Youngest of all St. Louis radio stations, KXOK has outpaced a 21-year-old to rank second in morning listening appeal . . . and a 16-year-old to rank third in the afternoon and evening.

This "high" in listening audience for KXOK was revealed by a Robert S. Conlan & Associates coincidental telephone survey of radio listeners. The survey was made in St. Louis from December 8 to 14, 1943, inclusive.

During those seven days (Monday through Saturday) 56,709 basic calls were made. This was an average of 567 basic calls each hour . . . almost 142 basic calls every fifteen minutes . . . or better than 9 calls a minute.

A fast climber? Well . . . this husky "youngster" has gone far in five years. Keep an eye on KXOK . . . IT'S CLIMBING FAST!

KXOK

SAINT LOUIS, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & COMPANY

Healy Has Praise For Media Effort

Points to Achievements in Giving OWI Public Contact

PAYING tribute to broadcasters for their cooperation in disseminating war information, George W. Healy Jr., new director of Domestic Operations, Office of War Information, last Monday pledged himself and office to tell the "full story of the war". He spoke at a luncheon at the Statler Hotel, Washington, given in his honor by Neville Miller, NAB president.

"After three weeks of reading records and looking through the files, I feel we're on the beam," said Mr. Healy. "The beam for us is trying to tell the full story of the war and to tell the American people how best they can help. I don't know of any group of industries that have responded more completely or adequately than the War Advertising Council, motion pictures, newspapers, advertising agencies and radio."

Tribute to Cohen

Mr. Healy recalled that eight months ago when he served on the OWI Advisory Committee, that group unanimously opposed the OWI issuing printed booklets or going into the newspaper or domestic radio business because "the established media were doing a good job".

"You gentlemen have done everything we have asked you to do," he said. "We regard ourselves as your servant and we want to help you do your job. Reading the files indicates to me that we have the best relationship with the radio industry." He paid tribute to Phil Cohen, chief of the Domestic Radio Bureau.

C. E. Arney Jr., NAB secretary-treasurer, acted for President Miller who, a few hours before the meeting, was summoned for a luncheon session with Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814). Guests included: Frank M. Russell, NBC Washington vice-president; J. Harold Ryan, assistant Director of Censorship in charge of broadcasting; J. Harrison Hartley, chief, Navy Bureau of Public Relations Radio Branch; Col. E. M. Kirby, chief, War Dept. Bureau of Public Relations Radio Branch; Thomas Lane, director of Advertising, Press & Radio, War Finance Division, Treasury; John Hymes, OWI Domestic Radio Bureau.

Members of the NAB staff, in addition to Mr. Arney, were: Lew Avery, director of broadcast advertising; Robert Bartley, director of war service activities; Willard Egolf, assistant to the president; Howard Frazier, director, engineering; Paul Peter, director of research; Arthur Stringer, director of promotion.

PLEASANT PHEASANT DINNER is anticipated by these Blue Network executives as they ogle the superman bird. Dinner was inspired by Bill Martin, manager of KMMJ Grand Island, Nebr., who sent Ed Horstman, chief engineer of Blue's central division, 16 pheasants from Grand Island, on the promise that Ed would throw a dinner for executives. In the midst of the dinner, Ed Borroff, Blue central division vice-president, brought in a bird of the size raised around Chicago. Ready to eat are (l to r): Mr. Borroff, Merritt R. Schoenfeld, sales manager of the network's central division; Mr. Horstman and Dwight Reed, of the Headley-Reed Co., representatives of KMMJ. Chicago "pheasant" was a turkey.

Newspaper Divorcement Data Is Sent to Congress by FCC

A 38-PAGE summary of the record of the newspaper ownership investigation was submitted last week by the FCC to the Senate and House Committees identified with radio for their edification and guidance.

The digest analyzed the testimony presented at public hearings which began July 23, 1941 and ran intermittently thereafter for 25 days until Feb. 12, 1942. The proceedings were dismissed [BROADCASTING, Jan. 17] by the FCC last Jan. 13 at which time it announced that applications involving newspapers would be considered on their individual merits.

NRC to File

The FCC coincident with its dismissal of the newspaper proceedings, promulgated a formal order closing the record. It made part of the record a series of exhibits introduced during the hearings but not heretofore admitted. The order stated that any party to the proceeding could file by Feb. 1, a statement, for inclusion in the record with respect to these exhibits.

Harold V. Hough, chairman of the Newspaper Radio Committee, announced that these exhibits had been objected to by NRC counsel as "incorrect and misleading". He said that NRC counsel would file the necessary statements and exhibits for the purpose of "correcting" the exhibits.

It was presumed also that NRC would file with the Senate and House Interstate Commerce Committees statements in connection with the summary of the record, if exceptions are taken to any of the FCC statements or conclusions. In its public notice dismissing the newspaper issue Jan. 13, the FCC said that a summary of the evidence would be forwarded to the Congressional Committees "in order to inform them as to the facts developed by the investigation and for any consideration they may desire to give the matter."

In its summary, the FCC advised the Congressional Committees that the Newspaper Radio Committee in particular had "cooperated with the Commission in developing pertinent material". The record, it pointed out, covers more than 3,400 pages and in excess of 400 exhibits. Fifty-four witnesses testified.

Data broken down in the summary covered generally the development of radio in relation to the press from 1921 through 1941. Virtually all aspects of newspaper and radio competition for business were covered. The Commission said that although the effect of competition by radio on newspapers cannot be accurately stated, "radio has undoubtedly taken some of the advertising newspapers would otherwise have had".

Competition Covered

Polls of public opinion from 1938 to 1941 indicated that radio was being increasingly relied upon as a source of news. A survey in July 1941 resulted in 35.7% selecting radio as their primary news medium as against 34.3% for the newspaper and 26% selecting both. Dependence upon radio became more prevalent as the income level of those interviewed fell, said the summary. The polls showed a popular belief, especially among the lower income groups, that radio was more accurate and unbiased.

In a lengthy breakdown of the extent and character of newspaper ownership of stations, the Commission said that of 801 commercial standard stations licensed on July 30, 1941, 249 or about 31% had a newspaper association. Newspaper stations constituted a greater proportion of network affiliated than non-network affiliated stations—35.6% against 24.2%.

Newspaper associated stations earning a profit (175 of the 237 in 1940) had an average broadcast income of $41,507 as against $47,327 for non-newspaper stations. The 62 newspaper stations operating at a loss had an average deficit of $11,650 as against $6,636 for 125 non-associated stations.

Press Wires Reviewed

Several pages of the summary were devoted to the results of a questionnaire sent out by the Commission regarding complaints against newspapers. These covered refusal of newspapers to carry program logs except on a paid basis; trade deals; agreements with newspapers on advertising and publicity practices; refusal by newspapers to carry display advertising of stations or to give space to press releases or other radio news; exchange of time for space; news program sponsorship.

Another lengthy review dealt with the acquisition of news services by broadcast stations from the major press associations. Covered in this chapter were alleged "restrictive" arrangements involving refusal of certain press associations to sell their services to stations, and to purported rebates.

Individual "case studies" involving newspaper ownership of stations also were abstracted. These related to WTMA Charleston, S. C.; WDAF Kansas City; the Des Moines *Register-Tribune* stations in Iowa and South Dakota, and the Hearst newspapers and their affiliated stations.

The final chapter was given over to an analysis of the "opinion evidence" of a number of experts and college professors. Several witnesses, the Commission said, believed that a rule barring newspapers from radio ownership would be a restriction on freedom of the press. But the Commission added there was "fairly general agreement that there would be no such restriction if the Commission considered the individual circumstances of newspaper affiliation in each case as one element of public interest on a case by case method".

Moreover, the Commission contended there was "fairly general agreement" among these witnesses that in the interest of attaining diversity of output by the various media for communicating facts and opinion "a diversity of control over the media is desirable". There was not such general agreement, however, it added, on the question whether diversity of control is the paramount consideration or but one of the factors.

"...but imagine how *national buying power* is piling up, Mortimer"

Whether it's the lowdown on air power, the coming national elections, or settling the Soviet-Polish frontier, most Clevelanders seem to have a better than average understanding of the important questions facing this old world of ours. And many of the discussions you hear everywhere in Cleveland, from drawing room to street car, have grown from forum programs planned and broadcast by WGAR.

Putting weighty subjects into words which will interest *all* listeners is the basic idea behind these programs. For instance, the *City Club Forum*, bringing nationally-known voices of authority, paired in down-to-earth debate. Or, *Your Opinion, Please*, with experts talking of rationing, housing, invasion, soldier bonus or whatnot in language all can understand.

Americans, whose heritage it is to think and speak freely, are more interested than ever in national and world affairs. It seems to us that one of the jobs of a radio station, then, is to serve up food for thought . . . *to stimulate the thinking of people who want to think.*

What's to happen
At TWELVE TWENTY?
Watch and listen
Big news APLENTY!

.. this is WGAR

your friendly station in Cleveland

G. A. Richards, Pres...John F. Patt, V.P. & Gen. Mgr.
Basic Station, Columbia Broadcasting System
Edward Petry & Company, Inc., National Repr.

WBS . . . WORLD'S

NOW AVAILABLE IN THE

WORLD PROGRAM SERVICE

ON WIDE RANGE VERTICAL CUT RECORDINGS

BRIGHTEST STARS

Dorothy Lamour

with DICK McINTIRE and his Harmony Hawaiians
adds her own exotic interpretations of the Love Songs of the Islands to the growing galaxy of features in the Quality Library of the World.

THE ONE ROSE *(THAT'S LEFT IN MY HEART)* • THE MOON OF MANAKOORA
MY LITTLE GRASS SHACK IN KEALAKEKUA, HAWAII • SONG OF OLD HAWAII
LITTLE BROWN GAL • HAWAIIAN HOSPITALITY • LOVELY HULA HANDS • MALIHINI MELE

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

D'Arcy Heads List In Blue's Billings

December Was Highest Month, Network Figures Reveal

D'ARCY ADV. Co. ranks first among advertising agencies placing billings on the Blue Network last year, a study of the network's 1943 billings reveals. The D'Arcy placements totaled $3,535,412, followed by Maxon Inc. with $2,486,878.

In third place for the year was J. Walter Thompson Co., $1,743,809; Compton Adv., fourth, $1,639,360; Ruthrauff & Ryan, fifth, $1,548,950.

By industries, foods and food beverages headed the Blue list of sponsors with billings totaling $6,359,980. Drugs and toilet goods were in second place with $6,163,659. Confectionery and soft drinks ranked third with $4,351,154.

Coca-Cola Co. was the leading Blue sponsor with 1943 billings of $3,535,412. Ford Motor Co. was second with $2,355,908, followed by General Mills, $1,764,726; Miles Laboratories, $1,533,202; Socony-Vacuum Oil Co. $1,303,784.

Best month of the year for Blue was December when billings totaled $2,504,920. Lowest month was February, with $1,747,053.

Gross Blue billings by months in 1943 follow:

January	$ 1,797,274
February	1,747,053
March	2,024,035
April	1,998,703
May	2,079,962
June	1,974,029
July	1,848,936
August	2,003,831
September	2,180,712
October	2,354,199
November	2,356,294
December	2,504,920
Total	$24,869,948

Blue Billings by Agencies

D'Arcy Adv. Co.	$3,535,412
Maxon Inc.	2,486,878
J. Walter Thompson Co.	1,743,809
Compton Adv.	1,639,360
Ruthrauff & Ryan	1,548,950
Wade Adv. Co.	1,533,202
Blackett-Sample-Hummert	1,293,664
Knox-Reeves	923,075
Young & Rubicam	922,354
Kenyon & Eckhardt	818,034
Roche, Williams & Cunnyngham	784,744
Sherman & Marquette	748,062
Lennen & Mitchell	680,867
Walker & Downing	551,660
Warwick & Legler, Inc.	530,224
Aubrey, Moore & Wallace	467,004
Ted Bates Inc.	393,291
Duane Jones Co.	381,374
Pedlar & Ryan Inc.	355,379
Small & Seiffer Inc.	324,645
J. William Sheets	311,702
Wm. H. Weintraub & Co.	294,252
Critchfield & Co.	279,127
Donohue & Coe	242,261
Raymond Spector Co.	213,770
Henri Hurst & McDonald	181,356
Buchanan & Co.	165,806
Foote, Cone & Belding	165,474
L. W. Ramsey Co.	158,016
MacFarland Aveyard & Co.	126,237
BBDO	124,980
Glicksman Adv. Co.	117,236
Emil Mogul Co.	116,465
William Esty & Co.	107,376
Pacific National Advertising Co.	79,307
Advertising & Sales Council, Inc.	69,980
Addison Lewis Assoc.	66,768
Direct	58,912
Tracy-Locke Co. of Texas	58,867
Sayre M. Ramsdell Assoc.	50,076
Campbell-Mithun Inc.	25,543
Arthur Kudner Inc.	21,266

Blue Network Gross By Clients

Coca-Cola Co.	$ 3,535,412
Ford Motor Co.	2,355,908
General Mills	1,764,726
Miles Laboratories	1,533,202
Socony-Vacuum Oil Co.	1,303,784
Kellogg Co.	1,004,750
Swift & Co.	933,538
American Cigar & Cigarette Co.	899,940
Cummer Products Co.	886,471
Bristol-Myers Co.	881,387
Sun Oil Co.	784,744
Quaker Oats Co.	748,062
Carter Products, Inc.	717,936
Andrew Jergens Co.	680,867
Alaska Pacific Salmon Co.	593,971
Wander Co.	441,393
Dr. Earle S. Sloan, Inc.	392,070
Williamson Candy Co.	338,430
D. L. Clark Co.	298,574
Radio Corp. of America	298,118
Wheeling Steel Corp.	279,127
J. B. Williams Co.	277,038
Mail Pouch Tobacco Co.	253,086
Loew's Inc.	242,281
Serutan Co.	213,770
Dubonnet Corp.	196,236
Hall Bros.	181,356
Bourjois Inc.	165,474
F. W. Fitch Co.	158,016
C. I. Mueller Co.	148,226
Texas Co.	145,180
Sherwin-Williams Co.	138,151
H. J. Heinz Co.	130,970
O'Cedar Corp.	128,574
Sweets Co. of America	119,871
Adam Hat Stores, Inc.	117,336
Trimount Clothing Co.	116,465
Joseph Tetley & Co.	113,277
Lehn & Fink Products Corp.	107,376
Langendorf United Bakeries	105,348
Revlon Products Corp.	98,016
Northwestern Yeast Co.	96,666
Cream of Wheat Corp.	91,320
Fisher Flouring Mills	72,980
O'Sullivan Rubber Co.	69,980
Minneapolis-Honeywell Regulator Co.	66,768
Dr. Pepper Co.	58,867
Allis-Chalmers Mfg. Co.	53,307
Philco Corp.	50,076
A. S. Boyle Co.	44,289
Acousticon Div., Dictograph Corp.	42,912
Standard Oil Co. of California	33,660
Curtis Publishing Co.	29,571
Benjamin Moore & Co.	27,066
American Dairy Assoc.	25,543
Best Foods, Inc.	21,266
Gillette Safety Razor Co.	20,626
Political	19,623
Wilson Sporting Goods Co.	18,700
Stokeley Bros. & Co.	16,854
Neighbors of Woodcraft	16,184
Wilson Milk Co.	13,716
Chlorine Solutions	12,528
Kerr Glass Mfg. Co.	12,051
Metropolitan Life Insurance Co.	10,625
Anacin Co.	10,620
Austin Studios	9,988
New York Central Railroad Co.	7,740
Folger Coffee Co.	6,840
Sales Builders, Inc.	6,327
Washington Cooperative Egg & Poultry Assn.	6,327
Seaboard Finance Co.	5,623
Hecker Products Co.	5,472
National Battery Co.	5,394
Chef Boyardee Corp.	5,391
Masonite Corp	5,373
Crane Co.	5,323
Jenkins Bros.	4,953
Safeway Stores	4,830
Crawford MacGregor Canby Co.	4,465
Harvel Watch Co.	4,017
I. B. Laboratories	3,933
Calavo Growers of California	3,555
General Aircraft Corp.	3,240
Barron-Gray Packing Co.	2,736
Kelite Products	2,609
Kendall Foods	2,223
Phelps Dodge Co.	684
National Supply Co.	345
Western Gear Works	204
Air Preheater Corp.	96
	$24,869,948
Raymond Morgan Co.	18,891
U. S. Adv. Corp.	18,700
Calkins & Holden	16,854
MacWilkins Cole	16,184
Glasser-Gailey & Co.	13,921
Keeling & Co.	13,716
Barton A. Stebbins	12,528
Geyer, Cornell & Newell	7,740
Smith & Drum	6,327
Smith & Bull	5,623
Clements Co.	5,472
Bronson, West Adv. Co.	5,394
McJunkin Adv. Co.	5,391
Buchen Co.	5,323
Horton-Noyes	4,953
Hugo Wagenseil & Assoc.	4,465
A. W. Lewin Co.	4,017
Long Adv. Co.	2,736
Little & Co.	2,609
Mayers Co.	2,223
G. M. Basford Co.	96

FAMILIAR VOICES were heard during the holidays over CKOC Hamilton, Ont., when these three former employes, now in the armed services, took part on a special program. They are (l to r): Aircraftsman Bill Westmoreland, former producer-announcer of the station, now with the RCAF; Sub-Lt. Howard Caine, former producer-announcer, with Royal Canadian Navy; Petty Officer Art Todd, former producer-operator, also with the Navy.

Blue Network Gross By Industries

Automotive	$ 2,362,331
Cigars and cigarettes	1,153,026
Clothing and dry goods	233,801
Confectionery and Soft Drinks	4,351,154
Drugs and toilet goods	6,163,659
Financial and insurance	32,432
Foods and food beverages	6,359,980
Lubricants and Petroleum Products	2,395,942
Machinery and Farm Equipment	413,018
Miscellaneous	214,384
Paints	165,220
Political	19,623
Staticnery and Publishers	453,208
Travel and Hotels	7,740
Wines and Beer	196,236
Radio Manufacturers Assn.	348,194
Total	$24,869,948

New Coffee Copy

PAN-AMERICAN COFFEE Bureau, New York, is inserting new copy in its national advertising, which includes participations on home economics programs on 29 stations, highlighting the theme "Have Another Cup," and stressing coffee as a year-round, all-purpose beverage, in line with the now ample stocks available for civilian use. Agency is J. M. Mathes Inc., New York.

Marglo Placing

MARGLO PRODUCTS, New York, distributors of foods for pets, has named S. Duane Lyon Inc., New York, to handle its advertising and will start a schedule of spot announcements on WHN New York, adding Philadelphia and Boston stations and perhaps expanding further.

CBS Makes Available Network Programs Free to Affiliated Stations With FM

BEGINNING Feb. 1, all CBS network programs will be available to FM stations owned and operated by the network's affiliates, without charge to them and, in the case of commercial shows, without any additional charges to network advertisers. CBS stations were notified of this change in CBS policy, which previously forbade use of network programs on affiliates' FM stations, in a wire sent Jan. 24 by Paul Kesten, executive vice-president.

Wire also announced plans for a series of FM engineering clinics to which groups of affiliates will be invited. "Because Columbia's interest is solely that of a broadcaster," the message read, "this will make available to our stations impartial and expert information and advice based both on engineering data and on practical experience in FM operations of station WABC-FM New York and WBBM-FM Chicago."

Discussed With Paley

Mr. Kesten stated that the plan for making all CBS programs available to the FM stations of its affiliates was first discussed by William S. Paley, CBS president, with the Columbia Affiliates Advisory Board at its meeting on Sept. 15-16, 1943. "This was originally disclosed as a post-war plan to take effect approximately at the time when manufacture and distribution of home receiving sets was sanctioned by the Office of Civilian Requirements or other appropriate Governmental agencies," he explained. "It was not further disclosed at that time because many of our affiliates were not then prepared to make long-term plans for frequency modulation broadcasting and we desired to make no announcement which might prejudice their position or influence their decision.

Stations Seek Plans

"Several of our stations have recently asked for an earlier announcement of our plans and have sought assurance that they will not be forced to seek a wholly separate program service and thus compete with themselves at their own additional expense. We have accordingly reviewed the entire question with the Advisory Board now meeting here. The Board joins us in the conclusion that it is in best interests of all affiliates to disclose CBS FM plans at this time."

Before the telegram was sent the subject of FM had been fully discussed by the Columbia Affiliates Advisory Board, meeting at CBS headquarters in New York, Jan. 24-25. Group also discussed with CBS executives plans for new sustaining programs, the White-Wheeler bill, results of the network's fall program promotion campaign, "CBS-Kate Smith Bond Day" to be held Feb. 1, the AFM situation and plans for the 1944 election of members of the CAAB.

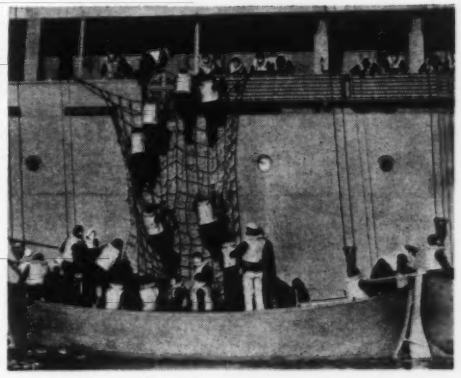
Present nine members, representing nine geographical sections of the country, are completing their one-year terms which began when the board was organized in March of last year.

CRIME STORIES appearing in *True Detective Magazine*, published by MacFadden Publications Inc., New York, are the basis for a weekly half-hour series started on Mutual Jan. 26.

WRC GOES TO SEA ON A LIBERTY SHIP

Radio precedent set in 450 mile wartime convoy trip

AN ANTI-AIRCRAFT GUN, it's nomenclature and sighting positions are explained to Holly Wright by one of the ship's gunners. Wright had to learn such details as well as naval terminology in order to accurately describe the activities aboard the vessel.



MARITIME TRAINEES SCRAMBLE down a cargo net slung over the side of the American Mariner during an abandon ship drill on the icy Potomac. A description of this drill and several others are a part of the many interesting programs being heard now by WRC audiences.

WHEELHOUSE on the bridge is ship's "brain." The "talker" at left relays a command of the Executive Officer Lt. Cmdr. A. W. Beale to the lookouts. The quartermaster, or helmsman, mans the wheel. At left is the engine room telegraph; at right, the ship's gyro-compass.

LARGEST SHIP ever to come up the Potomac, the American Mariner docks at Washington's municipal wharf. When the vessel passed Mt. Vernon, WRC was able to make the first recorded description of the traditional naval ceremony performed aboard every ship sailing past the historical landmark.

AT six bells January 11th, Liberty Ship American Mariner cast off at New York. Threading minefields, skirting submarine nets, she headed in convoy for the open sea. First port of call Washington, D. C. . . . to stimulate the Fourth War Loan Drive.

Aboard her, WRC's program crew began on-the-spot recordings. Interviews with officers and men, eye witness accounts of a blacked out convoy, description of abandon ship drill. From bridge to engine room, skipper to cook —these programs made Washington feel the tenseness of life—and the nearness of death—aboard a Liberty Ship.

Three hours of these programs have added power to the Fourth War Loan Drive in Washington. They have done something else.

They have added to the public mind another impression of the alertness of WRC programming and public service. Alertness that keeps WRC first in Washington morning, afternoon and night.

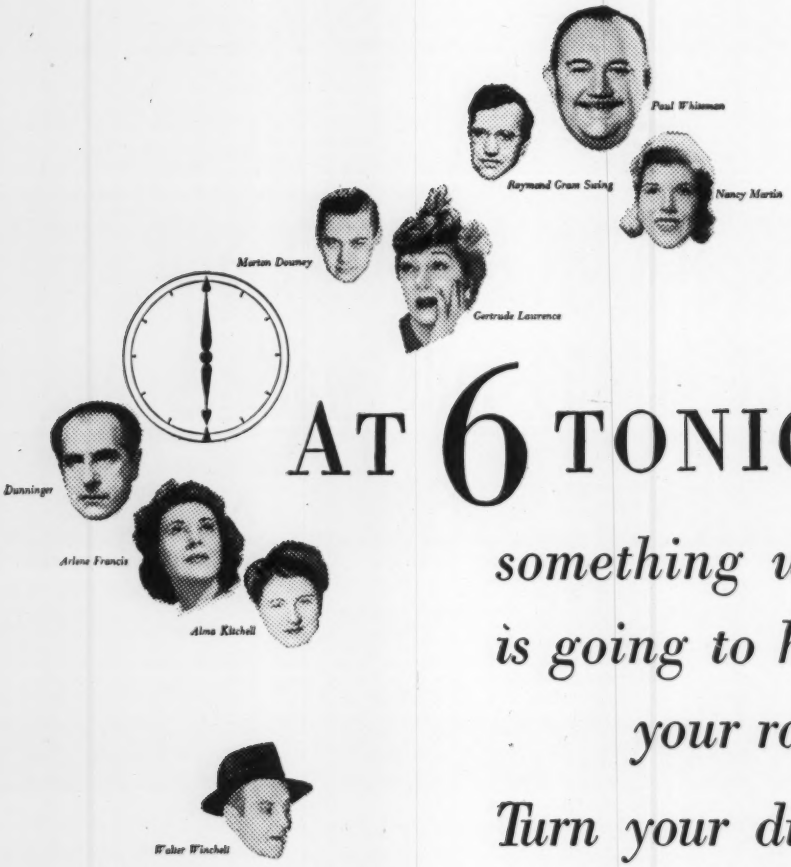
WRC

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

WASHINGTON'S PREDOMINANT STATION



AT 6 TONIGHT*

something wonderful is going to happen to your radio

Turn your dial to 770

Right on the split second of 6 o'clock tonight, when the hands of your watch point straight up and down, a switch will be thrown and WJZ's powerful new transmitting station will go into operation at its new location.

Its power is 50,000 watts. Its tonal quality more brilliant... its listening reception far stronger than ever before. Its clarity, that of a sleigh bell at midnight.

To understand the great difference on *your* radio, you must listen both before and after this change occurs. Notice how, at the instant of 6 o'clock, the strength and clarity of WJZ's programs are vastly improved.

Turn your radio dial to 770 and hear it happen for yourself.

Six o'clock sharp tonight.

Hear these great programs — *See Newspaper Radio Listings for Day and Time*

Music • The Metropolitan Opera, Metropolitan Auditions, The Boston Symphony, Victory Parade of Spotlight Bands, Nancy Martin, Meet Your Navy, Morton Downey, Keepsakes, Musical Steelmakers, Paul Whiteman, Diane Courtney and The Jesters, Singo, Southernaires, Ink Spots, Moments of Memory.

Forums • America's Town Meeting of the Air, America Tomorrow.

News and Comment • Raymond Gram Swing, Walter Winchell, Drew Pearson, Dorothy Thompson, Baukhage, John Gunther, George Hicks, Gil Martyn, Lowell Thomas, John Vandercook, Jimmy Fidler, Edward Tomlinson, Leon Henderson, John B. Kennedy, Westbrook Van Voorhis, Rodriquez and Sutherland, Walter Kiernan, George E. Reedy, Martin Agronsky, Ray Henle, Hugh James, Henry J. Taylor, Hanson Baldwin, Francis Drake, Major Gen. Paul B. Malone, retired.

Foreign Correspondents • George Hicks (with U. S. Fifth Army in Italy), Arthur Feldman (London), Donald Coe (Algiers), Henry Gorrell (Ankara), Clete Roberts (New Guinea), Tom Grandin (London), Frederick B. Opper (Chungking), Frank Shea (Cairo).

Children's Programs • The Blue Playhouse, Terry and The Pirates, Dick Tracy, The Sea Hound, Jack Armstrong, Hop Harrigan, Captain Midnight, The Lone Ranger, Storyland Theatre, Land of the Lost, Coast to Coast on a Bus.

Variety • Radio Hall of Fame, Duffy's, Chamber Music Society of Lower Basin Street, Breakfast at Sardi's, What's New?, Breakfast Club, Ladies Be Seated, Dunninger, The Kibitzers, Breakfast in Bedlam, On Stage Everybody, Minstrel Show, Awake at the Switch.

Drama • Gertrude Lawrence, Parker Family, Hot Copy, Gang Busters, Star for a Night, Famous Jury Trials, Counterspy, Wings to Victory, Sweet Rivet, Chaplain Jim, My True Story, Green Hornet, Adventures of the Falcon, House on Q Street, Hollywood Radio Theatre, Army Service Forces Presents, Don Ameche.

Quiz • Battle of the Sexes, Quiz Kids, Yankee Doodle Quiz, Blind Date, Sez You.

Service Programs • Nancy Craig, Alma Kitchell, National Farm and Home Hour, Mystery Chef, Living Should Be Fun, Baby Institute, Bert Bachrach.

Religious and Inspirational Programs • The Catholic Hour, National Vespers, The Jewish Hour, Religion and the New World, Our Spiritual Life, Homespun, The Riddle of Life, Building for Morale, Ted Malone.

THE *Blue* NETWORK

WJZ
NEW YORK

770 ON YOUR DIAL

YES, SIR!
AND SOMETHING WONDERFUL DID HAPPEN... AT SIX O'CLOCK!
THE STATION MOVED!
moved its great transmitting tower and equipment, lock, stock and barrel—from Bound Brook, New Jersey to Lodi, New Jersey, where location, soil, distance and the imponderables of radio engineering render it closer—clearer—stronger—louder—to more people of the richest market in the world!
A CAMPAIGN WAS RUN
Not just in all major New York newspapers but in Brooklyn, Queens, Long Island, Westchester and Connecticut. Teaser ads! large-scale announcement ads! good, big follow-up ad! And, of course, Radio. Teaser announcements for 3 days and a special half-hour WJZ Cavalcade program dramatizing the full story. To tell this new and clear reception story that would now place the Blue Network's key station closer and clearer to more people in the richest market in the world!
NEW LISTENERS
who now hear—and hear clearly and strongly any message you want to send over the airwaves via the Blue Network—to WJZ's listening area—to more people in the richest market in the world!
NEW CLARITY—
BETTER SIGNAL STRENGTH
This move of WJZ cannot be measured in terms of miles or fathoms or yards or feet. It must be measured in terms of the new rich strong voice with which WJZ will now broadcast your message or that of your client—broadcast it with new clarity—by virtue of new signal strength to the richest market in the world.

*This ad ran in metropolitan New York and suburban newspapers on January 2.

Manufacturers Promise Full Lines of FM

VOLUME production of full lines of FM equipment, both transmitting and receiving, as soon as wartime restrictions are lifted, was promised by executives of eight radio manufacturing companies in a symposium before the FMBI convention at the opening session last Wednesday in New York.

Intensive promotion of the medium was promised by all of the spokesmen, with combination AM and FM sets to be produced as soon as production lines can be established. The preponderent view was that local and regional standard stations would give way to FM for urban area coverage, and that a small number of "transcontinental" clear channel stations on the AM frequencies will supply the "national" coverage.

Following are summaries of the statements of the manufacturing executives on their future FM plans:

C. B. JOLLIFFE

RCA Victor Division RCA

FOR MANY years RCA has had a very considerable interest in the technical development of FM. Research has been carrried forward in RCA Laboratories on specific FM circuits, propagation characteristics of very high frequencies used in FM, and on component elements required for FM broadcasting. RCA's research work on FM is continuing, but most of it is related to the war effort and is of a confidential or secret nature.

Dr. Jolliffe

Prior to the war RCA had developed and was ready to put into application some novel FM circuits. We expect to incorporate these circuits in apparatus produced in the post-war period. We manufactured and supplied FM broadcast transmitters prior to the war. As soon as civilian production is resumed we plan to offer for sale a complete line of FM transmitters.

Fidelity Standards

In the post-war period, all RCA standard broadcast audio equipment will meet the present standards of fidelity for FM and consequently all standard equipment will be satisfactory for use with FM transmitters. RCA has produced test and monitoring equipment required by FM stations and we expect to continue to offer this apparatus for sale. RCA plans also to supply FM antennas suitable for use on steel towers or existing structural supports. RCA will be able to furnish studio-transmitter link circuit equipment and accessories. In fact, we plan to be in the same position as we have been in the AM broadcasting field; that is, we will offer a complete and coordinated line of studio, transmitter and accessory equipment. We expect to cooperate with stations and with their consulting engineers in equipment and installation problems.

With respect to the other portion of the FM system in which the public is interested—the receiver—as one of the larger producers of home radio sets, we expect to offer for sale to the public FM receivers of high quality design at reasonable prices.

F. R. LACK

Western Electric Co.

WESTERN Electric has no statement to make on its post-war manufacturing plans. In 1943, we produced $575,000,000 in equipment for the armed forces, a good share of it FM. In 1942 and 1943 we turned out $129,000,000 of FM equipment for military use. We are doing a war job now, but we are keeping our own people informed on post-war operations. As soon as the story can be told, we will make available to the industry the results of our experience in FM, microwave and other new fields.

By W. R. DAVID

Transmitter Division, Electronic Department General Electric Co.

IT SEEMS reasonable that FM will eventually supplant all local, most of the regional, and some high power AM stations. It would give the public FM and better AM reception. The present AM band would be cleaned up, making more clear channels available for more high power stations. Possibly in the future we can have super power, 500 kw AM stations for long range coverage. At this point I should say that a large master FM station with a bunch of satellite stations or locally owned affiliate stations has far greater coverage possibilities than any high power station in the eastern or western parts of the United States.

Mr. David

A few months ago, I stuck my neck out and predicted 500 FM stations and 50 AM stations five years after the war. To complete the prediction, add 100 television stations and 50 international stations. True, this is only one prediction but it is based upon our analysis of the trends and with some thought about the economics.

Our equipment reservation plan has been well received all over the country and it has created interest in Canada, Central and South America. Many stations have signed up and we expect many more. The information will permit intelligent planning of post-war production.

Our plans for the future are very definite. We intend to manufacture and offer for sale a complete line of FM transmitting equipment from microphone to antenna and in addition, medium and high power AM transmitters both conventional and international. Work on these lines will be started as soon as our engineers are released from war work. Manufacturing will start as soon as we are authorized to produce transmitting equipment for commercial use.

KEE McCANNE

Secretary and Asst. General Manager Stromberg-Carlson Co.

IN THE postwar period, Stromberg-Carlson recognizes two fields for FM home sets: (1) The high quality field in which we have been predominate, and (2) a field for simpler FM sets with standard loud speakers and audio circuits to reproduce speech and ordinary music without the static and the interference between stations presently encountered on the AM band.

In fact, we recognize in this second type of receiver the means to gradually bring about a corresponding improvement and return to full usefulness of the AM band and its high-powered clear channel stations like WHAM. If 700 or 800 of the present local and regional low-powered AM broadcasting stations can be induced through better coverage, lower cost operation, and reliable day and night service range to switch to FM, then the AM dial can be cleared for a few trans-continental and district stations operating with greatly increased power over that which they are licensed to use today. We intend to develop this field and work towards that end.

No Auto Plans

We have no present plans for producing FM receivers for automobiles, though we believe that FM portable sets will be a post-war market item, and that FM-AM sets for automobile, marine and aircraft use will find a ready demand.

We believe FM provides the best means for transmitting and reproducing the sound tract of television pictures, but that FM receiving sets will provide a large post-war market before the new television standard can be established and transmitters built and installed. The addition of a television picture receiver to a post-war FM-AM radio-phonograph combination should provide a complete service in the most convenient form.

We are also interested in facsimile, provided its economic problems for market promotion can be solved. FM will naturally be used for facsimile inasmuch as the picture can be superimposed on the carrier at the same time a sound program is being broadcast, without having to turn the loud speaker off in order to receive the picture as has heretofore had to be done in facsimile experiments on AM broadcasting stations.

CHARLES M. SIEBROFF

President, Radio Engineering Laboratories

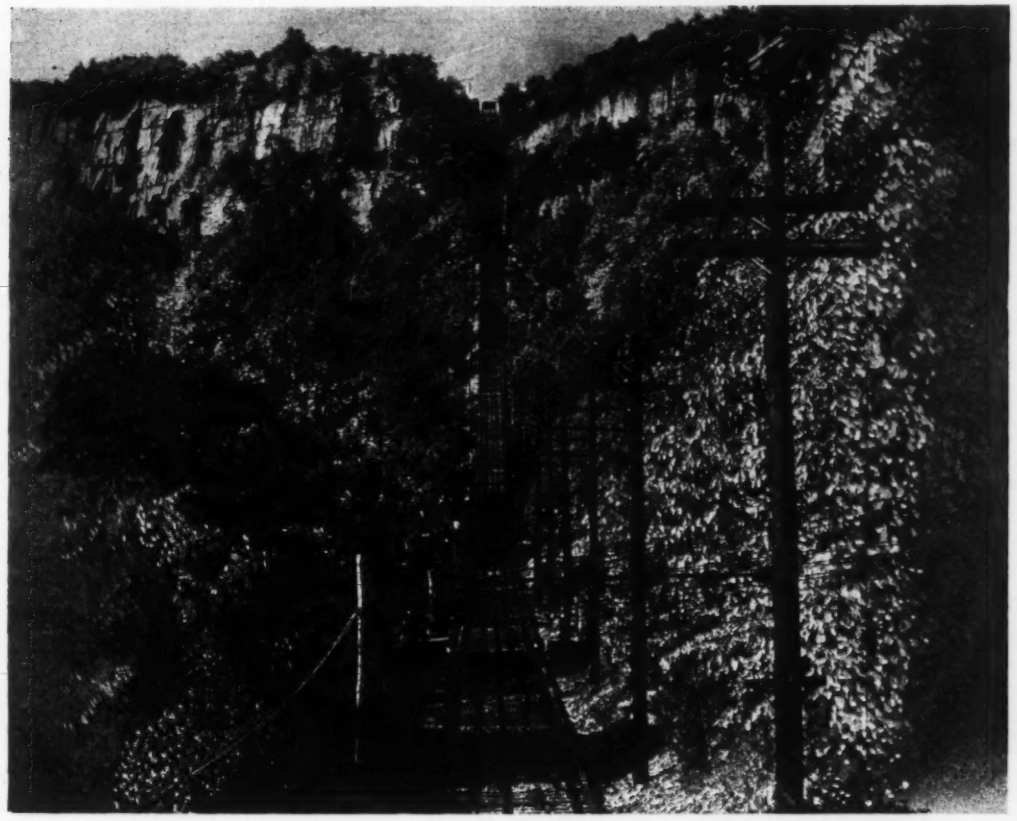
THE Radio Engineering Laboratories, Inc. are the pioneer manufacturers of FM broadcast transmitters, having closely collaborated with Major Edwin H. Armstrong in the construction of Radio Station W2XMN, Alpine, New Jersey. As soon as restrictions are lifted, it is our intention to continue to supply FM broadcast stations complete with their necessary accessories and FM studio-to-station links. It is our intention to continue to employ the Armstrong phase-shift method of modulation. Field information and actual experience gained from the operations of the many REL-FM stations now on the air more than substantiate the continued use of the Armstrong phase-shift method of modulation.

Sees Post-War Advance

We feel that the post-war period will show a tremendous increase in the number of FM broadcast stations, that many of these new broadcasters will not come from the ranks of the present AM group, but will constitute the local banker, grocer, newspaper or what-have-you. To give them a complete service will require that somebody do for them everything that is necessary to get them properly started.

Along this line, REL has set up a program whereby the new broadcaster entering the field can secure

IN RECOGNITION of cooperation during 1943, Pete Smythe, KLZ program director, receives a special award presented to the station by Robert C. Wade (light suit), president of the Denver Junior Chamber of Commerce. Joining in the ceremony are (l to r): Bill Thompson, chairman of the J. C. of C. Award Committee; Harvey Wherman, KLZ chief engineer; and Don McCraig, KLZ traffic manager.



STEEPEST INCLINE IN THE WORLD!

You are looking at the steepest incline in the world . . . an actual view of Lookout Mountain Incline. Incline cars, powered by cable, run up and down these tracks on regular schedule, serving the residents, as well as the thousands of tourists who come to Chattanooga for the breath-taking and awesome beauty of the surrounding mountains and lakes. At its steepest point, this is a 72.7% grade incline.

With the development of TVA power projects, Chattanooga has combined the beauty of its natural surroundings with the attendant and natural industrial development following in the wake of TVA. Today Chattanooga is not only on "the Great Lakes of the South" . . . it is the heart of the TVA power empire!

AND IN THE CHATTANOOGA MARKET TIME BUYERS ARE INCLINED TO CHOOSE WDOD

A survey made by a disinterested company in Chattanooga reveals that of all national business placed in Chattanooga, 76.9% went to WDOD. Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business it is to know the best buy for their money, WDOD is the overwhelming choice.

WDOD	76.9%
STATION B	18.3%
STATION C	4.8%

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS

FOR CHATTANOOGA

5,000 WATTS DAY AND NIGHT

National Representatives

PAUL H. RAYMER CO.

PORTION OF FMBI CONVENTION IN NEW YORK

a complete "packaged" FM broadcast station, low in cost and easy to erect so that his community, which now lacks adequate, enjoyable and static free radio entertainment will be properly taken care of. This FM radio package will comprise a 1 kw transmitter, studio equipment, measuring equipment and the necessary material for the erection of a suitable antenna.

The prospective broadcaster need only supply the building or the space in which the installation is to be made and the tower, roof or mountain top on which to erect the antenna.

Besides the apparatus, REL will be prepared to make arrangements to supply all of the engineering and data required for the FCC construction permit filing. We will also make available information regarding programming, advertising, operating costs, and as a matter of fact we intend to make available for the package buyer all he wants to know. This means that at one source he will easily and quickly secure the necessary data to get on the air. In plain and straight forward language, the package will be supplied from "soup to nuts."

C. R. BARHYDT

General Electric Co.

FM will dominate our product design and merchandising and advertising program in the post-war period. Tentative plans call for FM receivers in all but the low priced brackets. We believe that our first post-war line produced under unrestricted conditions will consist of FM models to the extent of approximately 20% by units and 60% by dollar volume.

Omitting the AC/DC sets from the picture, we expect our post-war line to consist of FM sets to the extent of 80 to 90% of all remaining types.

A detailed survey made by our Company about 6 months ago indicates a probable deferred demand at the end of 1944 of approximately 25 million receivers. Another way to approach the problem is to consider the estimated national income for 1944 which has been placed at approximately 150 billion dollars. On the average, approximately ½ of 1% of national income is spent for radio receivers. This gives us a total of 750 million dollars, which we may expect would be spent for radio receivers in 1940 if merchandise were available. The average price paid for radio receivers in the 1940-1941 season was approximately $30.00. Assuming a price rise post-war of 30% and dividing our 750 million dollars by the new average price so obtained, we arrive at 19 million sets for 1944.

25 Million Market

Considering the factors of increased buying power, pent-up demand and the effect of FM as an obsolescence factor, it is believed that 25 million receivers is a very conservative estimate of the potential market which will exist in the latter part of this year.

Assuming that other manufacturers feel at least as optimistic about FM as General Electric, we may expect a production of approximately 5 million FM receivers for the first full year of production following the lifting of all restrictions on manufacturing. As to the years following, I think we may well let them take care of themselves. The experience gained in producing and selling 5 million FM radio receivers will certainly give us the clue as to what to do in the succeeding years.

We have been told that we are headed for several years of prosperity after the war. If we accept this hypothesis and assume a conservative average of 15 million sets annually for 5 years, applying the same FM percentage for the entire period, 15 million FM sets should be in the hands of the public at the end of 5 years. I should like to point out, however, that this assumes little or no technical progress in FM for the 5 year period. We at General Electric are not planning to produce FM receivers which do not provide the superior advantages which FM has to offer. We believe that the future success of FM will depend on maintaining high standards of performance. This does not necessarily mean that FM will be confined to the high priced end of the line. We believe that it would be possible to produce FM receivers with excellent performance at the present time that could retail at $60, based on pre-war prices. To reduce prices below this figure and at the same time maintain the high levels of performance which FM receivers must have, is not going to be an easy job. We think, however, that it can and will be done.

Perhaps no better answer can be given to the question "What do you think about the future of FM?" than the following statement: In 1944 we are planning to spend 75% of our total advertising budget, or a million and a half dollars, to tell the story of FM.

ARTHUR FREED

Vice-President and General Manager Freed Radio Corp.

AFTER the war we will continue, as before, to concentrate our efforts on serving the quality market for FM receivers.

Speaking for our organization, one of the small group of manufacturers and broadcasters who have supported Edwin H. Armstrong's faith in frequency modulation since 1940, we welcome to the ranks of FM a host of new manufacturers and broadcasters, who will share one of the most important jobs the industry faces. This is the education of the public and the dealer by the manufacturer and broadcaster to the full advantages of FM. That job should be well organized and receive the complete support of all branches of the industry.

Too little attention has been paid to the antenna requirements of FM. To insure complete satisfaction, FM sets should have better antenna systems than those provided in the past. We have started doing that job already by urging builders of post-war homes to include antenna connections in every room in which a radio may be used, and to build an adequate aerial into every home.

J. E. BROWN

Zenith Radio Corp.

IN DEVELOPING its post-war FM receiver planning Zenith is of the opinion that the major problem before the industry is that of the extension of the FM band to some upper frequency limit greater than 50 megacycles. It seems logical that the FM band might incorporate the space from 42-56 megacycles. Therefore Zenith planning calls for extension of the tuning range in its receivers to cover this band.

The greatest service the receiver industry can perform for the new FM broadcasting business is to secure the widest possible circulation of FM receivers. We believe this is best accomplished by making receivers combination FM and AM so that the purchasers of new receivers in the price brackets in which FM can fit will automatically be set up to receive the FM service as it expands.

JAMES S. RASMUSSEN

Crosley Corp.

IN 1940 and 1941 Crosley produced high-quality FM receivers, mainly combination FM-AM sets, ranging from $125 to $275 in price. As soon as the war is over and peacetime production can be resumed, Crosley will be back in the field, again producing high-quality receivers in about the same price range.

Electronic Era Seen

KNOWLEDGE and experience gained by field service engineers of the radio and electronics industry during wartime will be valuable in the postwar "Age of Electronics", according to W. L. Jones, vice-president and general manager of the RCA Service Co. Mr. Jones said last week that assignments to various military and naval operations have taken RCA field men to war zones throughout the world.

WWNC Asheville, N. C., has named the Katz Agency Inc. as national representative effective Feb. 1.

A Dollar's Worth

F. R. LACK, Western Electric Co. engineering executive, told the FMBI convention in New York last Wednesday a story about Dr. Edwin H. Armstrong, FM inventor, that it won't forget. When the Signal Corps asked Western Electric to manufacture equipment using FM, he went to Dr. Armstrong for a manufacturers' license. The inventor said he had fought in the last war, but was too old to fight in this one. "If you want to build FM for the war, and I think you should, you can have the license for $1". Mr. Lack observed that in the past two years his company has built $129,000,000 worth of FM equipment on a $1 license.

THE ONLY 50,000 WATT STATION
ALONG THE ATLANTIC COAST, SOUTH OF NEW YORK
ON THE AIR--ALL NIGHT--EVERY NIGHT

Powerfully Programmed!

Extensive Promotion!

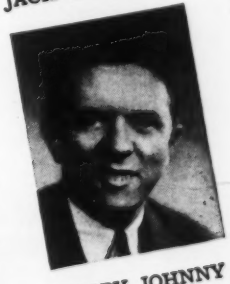
Excellent Coverage!

Low Rates!

ALL NIGHT STAR PARADE

BOB JONES

JACK HALLORAN



HAPPY JOHNNY

• • News every hour on the hour! Just the right type of music! A variety of features including "Rhythm Unlimited", "Dizzy Quiz", "Reflections in the Night", "Battle in them thar Hills", "The Zero Hour Club"!

• • And you'll find Bob Jones, Jack Halloran and Happy Johnny perfect hosts as "the programs most people listen to most" continue throughout the wee small hours.

WBAL
50000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

On The Air 24 Hours Daily—7 Days a Week With The Programs Most People Listen to Most!

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

FBI Chief Faces Possible Contempt Charge in Congress

Again Declines to Answer Questions Before FCC Probers on Orders of President

POSSIBILITIES loomed last week that Director J. Edgar Hoover of the FBI may be cited for contempt of Congress because he has consistently refused, under a presidential directive and orders from the Attorney General, to answer questions before the House Select Committee to Investigate the FCC.

Appearing before the Committee last Wednesday for the second time, Mr. Hoover declined to produce the Presidential directive and to answer questions, despite specific instructions from the Committee transmitted by Chairman Lea (D-Cal.).

Attorney General Rules

"The chair directs that you answer questions," said Mr. Lea.

"I must decline, Mr. Chairman, for reasons set forth previously," replied Mr. Hoover. He had refused Jan. 20 to answer questions on advice of Assistant Solicitor General Hugh B. Cox [BROADCASTING, Jan. 24].

"Do you understand that the chairman has now directed you to produce the written directive from the President and to answer questions?" asked Committee General Counsel Eugene L. Garey of the FBI chief. Mr. Hoover said he understood but that he must "again decline for reasons previously stated."

Mr. Garey read into the record a letter from Attorney General Biddle to Chairman Lea in which the Attorney General said that he had instructed Mr. Hoover not to produce the Presidential directive for the Committee and to decline to answer questions outlined the previous week on the grounds that answers would involve "internal security."

"The position created by this letter and by Mr. Hoover's position, Mr. Chairman," said Counsel Garey, "is of course a matter for the Committee to determine and in view of the fact it may decide to refer the matter to the House for instructions and for action, I think perhaps we should have the record in such shape, that in the event the House elects to exercise its constitutional powers and compel answers to these questions, there are a few questions I should put to Mr. Hoover."

Garey Scouts Security Angle

"The chairman, speaking for the Committee," Mr. Lea addressed Mr. Hoover, "directs you to answer questions put to you."

"I must decline, Mr. Chairman, for reasons previously stated by me as well as the directive in the letter just read."

"You have no other reasons for declining?" asked Rep. Hart (D-N. J.).

"Absolutely no other reason," the FBI chief replied emphatically.

Through a series of questions to Mr. Garey Rep. Miller (R-Mo.) brought out that answers to the proposed questions did not, in Mr. Garey's opinion, deal in internal security; they would not interfere with the war but would, in fact, be an aid to winning the war and in "some cases" Congress could not "legislate properly without this information."

Mr. Hoover told Rep. Hart that he did not have a copy of the Presidential directive on his person, although he did have a copy in his pocket Jan. 20, when he first appeared as a witness. When Mr. Garey asked Mr. Hoover if he would answer the questions in executive session, Rep. Hart objected, saying that if the Committee felt it expedient to call Mr. Hoover into executive session such action would be taken.

"I don't have in mind Mr. Hoover's appearance in executive session at this time," said Chairman Lea. "Perhaps later we'll want to call him, but I think the Committee should first decide its course of action."

Executive Session

Although the Committee did go into executive session at the close of Wednesday's public hearing, action on Mr. Hoover's case was deferred, it was understood, until the full Committee could participate. Reps. Magnuson (D-Wash.) and Wigglesworth (R-Mass.) were absent.

Olive Amelia Merrill, former secretary to Chester A. Teitgen, supervisor of translators and transcribers of the Foreign Broadcast Intelligence Service, was closeted with the Committee in executive session. Miss Merrill is scheduled to testify in open hearing Tuesday (Feb. 1), when hearings are resumed at 10 a. m.

Following is text of the letter dated Jan. 24 from Attorney General Biddle to Chairman Lea:

My dear Mr. Chairman:

I have carefully considered the request of Mr. Garey, counsel for the Committee, that I produce before your Committee a copy of the document that I received from the President directing Mr. Hoover not to testify before your Committee about certain transactions between this Department and the FCC.

It is my view that as a matter of law and of long-established constitutional practice, communications between the President and the Attorney General are confidential and privileged and not subject to inquiry by a committee of one of the Houses of Congress. In this instance, it seems to me that the privilege should not be waived; to do so would be to establish an unfortunate precedent, inconsistent with the position taken by my predecessors. It could, moreover, open the door to detailed inquiries into the confidential and privileged relationship that exists between the President and the Attorney General, heretofore generally recognized by the Congress. I must therefore respectfully decline to produce before your Committee the President's communication. Without waiving in any way the privilege, however, I believe that I can inform the Committee that the President's direction states that because the transactions relate to the internal security of the country, it would not be in the public interest, at the present time, for Mr. Hoover or any officer of the Department to testify about them or to disclose any correspondence concerning them.

Furthermore, I should like to point out that a number of Mr. Garey's questions related to the methods and results of investigations carried on by the FBI. The Dept. of Justice has consistently taken the position, long acquiesced in by the Congress, that it is not in the public interest to have these matters publicly disclosed. Even in the absence of instructions from the President, therefore, I should have directed Mr. Hoover to refuse to answer these questions.

I note from the transcript of the hearing held by your Committee on Jan. 20, 1944, that Mr. Hoover has been requested to return on the morning of Tuesday, Jan. 25. I also note that Mr. Garey has stated that the general subjects as to which he wishes to examine Mr. Hoover were all touched upon in one form or another during the course of his examination on Jan. 20, 1944. The transcript of that examination shows that these subjects fall within the scope of the direction given by the President. If Mr. Hoover appears again before the Committee, he would be obliged again to decline to testify as to these matters. I hope you will agree with me that no useful purpose will be served by a repetition of Mr. Hoover's refusal to testify. Certainly, no additional hearing is required to indicate the scope of Mr. Garey's questions or of Mr. Hoover's refusals to answer. In view of the heavy demands made upon Mr. Hoover's time by his official responsibilities, I respectfully suggest that he should be excused from further attendance before the Committee."

MUTUAL CONGRATULATIONS follow the first broadcast of *Freedom of Opportunity*, MBS' new series presented in cooperation with the U. S. Chamber of Commerce by the Mutual Benefit Health & Accident Assn., Omaha, originating out of WGN Chicago. On stage after the performance were (l to r): Ralph Rosenthal, account executive, Arthur Meyerhoff & Co., Chicago; Ade Hult, western sales manager, MBS; Joseph T. Ainley, director of the program; Hubert C. Carden, chairman, radio committee, Mutual Benefit Health & Accident Assn.; and Nels Shawn, radio director. Agency handling the account is Arthur Meyerhoff & Co.

Elaine Ewing to JWT

ELAINE EWING, assistant chief of station relations and editor of the Women's Radio War Program Guide for the Domestic Radio Bureau of the Office of War Information, has joined J. Walter Thompson Co. on special assignment in Washington. She will assist John Heiney, who opened the new Thompson radio office in Washington several weeks ago at 630 Bond Bldg. Mrs. Ewing came to Washington from NBC, to work with William B. Lewis Douglas Meservy and Philip Cohen in setting up the Radio Division of the OFF, later the Radio Bureau of OWI. Mrs. Ewing will assist in obtaining talent, and writing and production on Thompson shows, particularly the Owens-Illinois *Broadway Matinee* five-times weekly series and RCA's *What's New*.

Elaine Ewing

Hunt Bros. Revision

HUNT BROS. PACKING Co., San Francisco (food packers), which started radio for the first time Jan. 2 with *Vaudeville Hotel*, has dropped the show and on Feb. 15 begins sponsorship of Fulton Lewis jr. on 34 Pacific Coast Don Lee Network stations Tuesday, Thursday (9:45-10 p.m. PWT). Firm also will sponsor Deane Dickason, commentator, on 5 CBS stations (KNX KQW KARM KROY KGDM) Tuesday, Thursday (9:45-10 p.m. PWT), starting Jan. 25. Account is handled by Garfield & Guild, San Francisco.

WHBU Transfer

CONSENT to acquisition of control of WHBU Anderson, Ind., by L. M. Kennett, through sale of 500 shares (50%) of common stock for $10,000 cash from Roy E. Blossom (499 shares) and Mrs. Blossom (1 share) was granted last week by the FCC. Messrs. Blossom and Kennett were joint owners prior to the transfer. Mr. Kennett now holds sole control, with Mrs. Kennett holding one of the total 1000 shares. Mr. Blossom is retiring because of ill health.

New Yankee Show

LITTLE CROW MILLING Co., Warsaw, Ind., sponsors a new show titled *Happy Hank* on Massachusetts, Connecticut and Rhode Island Yankee Network stations Monday through Friday, 7:30-45 p.m., starting Jan. 31. A successful children's program in the Detroit area, *Happy Hank* will introduce New Englanders to Coco-Wheat, a hot wheat cereal with a mild cocoa flavoring.

Universal Spots

UNIVERSAL PICTURES, New York, last week spent nearly $4,000 for a spot radio campaign on six New York stations to promote the local showing of "Gung Ho!" A series of 100 five-minute transcriptions is being distributed to branch managers for use of local distributors. Agency for Universal is J. Walter Thompson Co., New York.

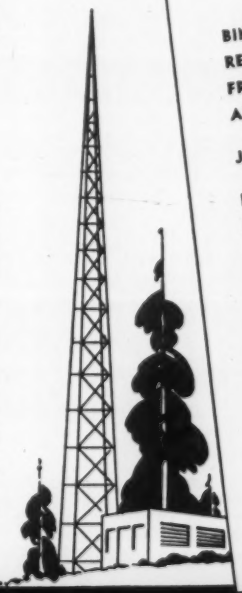
NOW YOU CAN REACH AMERICA'S MOST ACTIVE NEW MARKET

ALASKA

THINGS are really happening in Alaska. Much of the amazing development is a military secret. You'll have to wait until we win the war to hear about it. ★ It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. ★ With the completion of the Alaska Highway which brings Alaska within a few days drive from any part of continental United States, the Territory has suddenly become a rich new market which progressive advertisers are losing no time to capture. The ground work laid today will determine the new buying habits of Alaskans for the next generation. ★ New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent. ★ Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers' merchandise. ★ A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

★ ★

If you have any questions regarding Alaska, don't hesitate to write me. We have eight men in our Seattle office who know the Territory thoroughly. Between us, we can dig up the information you request, whether it pertains to radio, bear hunting, steamship schedules, the weather, salmon fishing or gold mining. ★ By the way, I have a few hundred additional copies of the Annual Pictorial Edition of Alaska Life, which I publish. It's just off the press and, I believe, gives a rather complete analysis of Alaska in 1943. If you'd like a copy just send me your request on your company stationery.



KINY

5000 Watts Juneau

KTKN

1000 Watts Ketchikan

★ ★

KINY-KTKN Programs Released through cooperation with U.S. Army:

BING CROSBY
RED SKELTON
FRED ALLEN
ALBUM FAMILIAR MUSIC
JOHN CHARLES THOMAS
HARRY JAMES
FRED WARING
ALDRICH FAMILY
BURNS AND ALLEN
HOUR OF CHARM
YARNS FOR YANKS
SPOTLIGHT BANDS
KAY KYSER
MELODY ROUNDUP
FIBBER McGEE
HIT PARADE
ONE NIGHT STAND
ANDRE KOSTELANETZ
SAMMY KAYE
FAMILY HOUR
PAUL WHITEMAN
TOMMY DORSEY
FITCH BANDWAGON
CHARLIE McCARTHY
CONTENTED HOUR
MAXWELL HOUSE SHOW
YANK'S SWING SESSION
GREAT GILDERSLEEVE
DUFFY'S TAVERN
DINAH SHORE
COMMAND PERFORMANCE
BOB CROSBY

EDWIN A. KRAFT

ALASKA RADIO HEADQUARTERS

708 AMERICAN BUILDING SEATTLE 4, WASHINGTON

Fly Tells Broadcasters FM Is 'Of Age'

Warns Hurry-Up Plans Will Sacrifice FM Quality

FM WAS DECLARED "of age" by FCC Chairman James Lawrence Fly in an extemporaneous address to the 650 delegates at the convention luncheon of FM Broadcasters Inc. last Wednesday in New York. Mixing a plea for cooperation in establishing a larger use of radio service, with a sort of Will Rogers brand of homespun humor, Chairman Fly did not try to answer seriously the questions propounded by broadcasters on FM's future, economic or regulatory.

Instead of introducing Chairman Fly to the overflowing luncheon audience, President Damm, in reversing the order, first asked that the 40 FM licensees, who have pioneered the field, stand for recognition. Then he called upon the 72 applicants for FM stations, and finally the "400 other individuals" who had come to get first-hand information on the medium.

"Here to Stay"

Mr. Fly commented that the convention constituted the biggest and most pleasant group he had met in radio "since the first day of the convention at St. Louis", alluding to his bitter fight at the 1941 NAB Convention. He then read the President's letter to Mr. Damm, observing that he was happy that the President "recognized the significance of the contributions of the great scientists". He paid high tribute to Dr. Armstrong, and called upon broadcasters and manufacturers to avoid "hurry up" schemes that would sacrifice the quality and high-fidelity of FM.

"FM is of age", Mr. Fly declared. "It is going to stay. No one of us can stop it".

Alluding to the appointment of RTPB to provide for orderly allocation of the high frequency spectrum, Mr. Fly said that the very opportunity afforded by FM, as a high fidelity service, would be frustrated unless the entire technical task is coordinated. He stressed the importance of "overall, sound long-range planning".

FCC Will Cooperate

"Hurry-up schemes for mass-production," Mr. Fly cautioned, "should be avoided. FM quality can be no greater than the narrowest inside 'choke point' in the system from microphone to receiver."

RTPB, Mr. Fly declared, constitutes the most competent group of technical men ever assembled. This board, he said, is entitled to the cooperation of FM broadcasters.

Pointing to the "golden opportunity" in FM, Mr. Fly advised that "instead of rushing pell-mell into injurious production, we have what we might call a beneficent stalemate". The war-imposed freezes, he said, provide time for development in an orderly way and for planning upon an "optimum engineering and mechanical basis." He pledged the cooperation of the FCC in FM development.

Calling for "completely free enterprise", Mr. Fly said the trend must be away from "monopolistic controls". He compared FM today to standard broadcasting in the 1920's and predicted that it may become a greater service. That it will go ahead, he said, is certain.

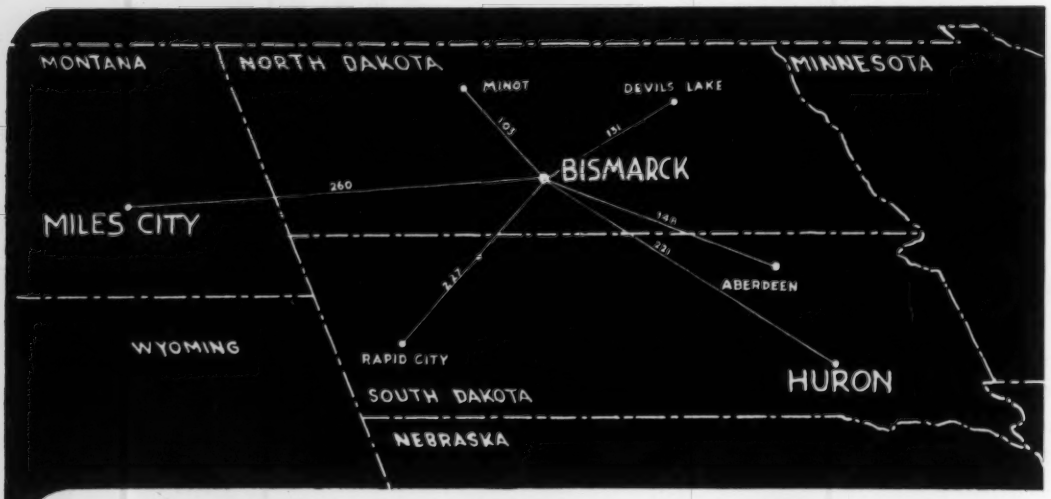
Departing from his technical discussion, Mr. Fly reopened his crusade against soap operas, racing result programs and "the hawking of money" over the air. After having stressed the importance of high fidelity he said that it won't be necessary on FM to use such program devices. "Some broadcasters may have to have a high colonic irrigation" he asserted in prefacing his tirade against program quality. That type of programming, he said, can be "put out with baling wire—that's about what it rates".

Humorous Mood

Putting on a brand of humorous monologue, Chairman Fly read a number of the questions which had been prepared in advance by broadcasters for the panel of FM experts on Thursday. To the question whether FM would replace AM, Mr. Fly remarked: "This is one of the most serious questions facing the radio industry today".

As to the elimination of automobile ignition interference to FM, the Chairman dryly proposed that the automotive industry ought to provide propulsion eliminating spark emissions. One broadcaster had asked whether he would be cutting his own throat by going into FM and thereby building a competitor. Mr. Fly thought the answer would be for him not to go into FM but simply "cut his throat and let it go at that".

The Chairman made no serious attempt to answer any of the questions troubling broadcasters. Finally, he admonished broadcasters to "get together on this tremendous task".



This is the third of a series highlighting the cities of the lush KFYR area here in the Great Northwest. Individually, these cities are relatively small markets . . . . but, taken together, they form a tremendous market which the alert advertiser cannot afford to overlook.

Listening figures are based on a recent survey by Commercial Service Company of Bismarck. A cross-section of listeners was asked, "What is your favorite daytime station? . . . favorite nighttime station?" The percentage of those replying in favor of KFYR proves that KFYR is dominant in the Northwest.

	Miles City		Huron	
Favorite daytime station	KFYR	53.6%	KFYR	44.4%
	Next Station	25.0%	Next Station	11.2%
Favorite nighttime station	First Station (50,000 watts)	32.1%	First Station (5,000 watts)	25.9%
	KFYR	17.9%	KFYR	22.3%
Retail sales per family (1939) (National Average—1939: $1,206)	(est.)	$2,019		$2,240
Airline miles from Bismarck		260		221

Ask any John Blair man for the complete KFYR coverage story

KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts

Sheaffer on NBC

W. A. SHEAFFER PEN Co., Fort Madison, Ia., on Feb. 13 will begin sponsorship of a quarter-hour program on 126 NBC stations, Sundays, 3-3:30 p.m. Contract is for 52 weeks. Agency is Russel M. Seeds Adv., Chicago.

ANOTHER GREAT PERSONALITY SCOOP FOR KWK

THEY'RE IN *FIRST PLACE . . .

WITH A 7.0 RATING . . .

AFTER ONE WEEK.

NOW AVAILABLE

BABS CHARLIE LITTLE

The SMOOTHIES

JOIN THE KWK STAFF OF PERSONALITIES

You're an old Smoothie

MONDAY THRU FRIDAY
6:00 P.M. to 6:15 P.M. CWT

The SMOOTHIES have been network stars for a number of years. They were featured with Fred Waring, Burns and Allen, Kate Smith and many others.

*Bee Angell & Associates completed 451 co-incidental telephone calls which showed the SMOOTHIES in first place with a 7.0 rating. This survey was conducted Friday, January 5, 1944 during their fifth broadcast.

Survey details on request

ST. LOUIS KWK MUTUAL

HOTEL CHASE
ST. LOUIS

IN ST. LOUIS THE TREND IS TO KWK

PAUL H. RAYMER, REPRESENTATIVE

Horse Sense "Ra

IT HAS BEEN SAID: "YOU CAN LEAD A HORSE TO WATER BUT YOU CAN'T MAKE HIM DRINK."

But WHEN HORSES WANT WATER YOU DON'T HAVE TO BOTHER ABOUT *MAKING* THEM DRINK!

To be sure, radio listeners are not horses, but they, too, have certain habits which are peculiarly their own. They invariably "drink" heartily of programs to their liking — and head for the "trough" often!

That's the way Fort Industry Company Stations go about getting listeners — keyed to the markets they serve is the thing!

Granted it's a homespun theory, but people are people the world over and if they get what they prefer they are satisfied friends. Every Fort Industry Station has many such satisfied friends ready to hand over to advertisers who have "drinking water" to offer. The capacity of these listeners is making numerous campaigns outstanding successes.

They'll "drink" for you, too!

WSPD
Toledo,
Ohio

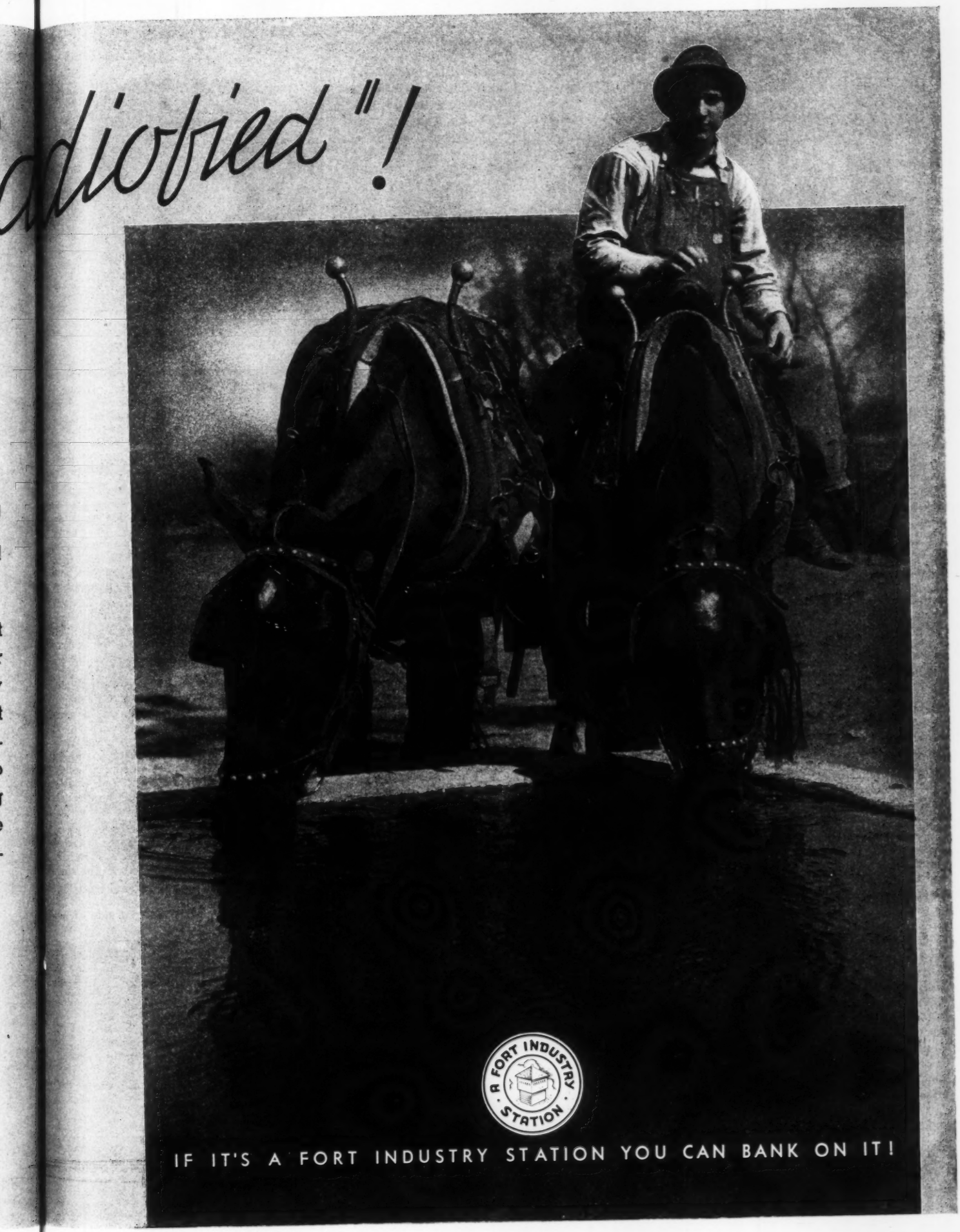
WAGA
Atlanta,
Georgia

WWVA
Wheeling,
West Virginia

WMMN
Fairmont,
West Virginia

WHIZ
Zanesville,
Ohio

WLOK
Lima,
Ohio


diofied"!
A FORT INDUSTRY STATION
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

Radio's Fighting Sons

THAT RADIO is doing its share to win the war on the battle fields as well as on the home front is brought home vividly in the Honor Roll of broadcasters and employes who left their jobs for the armed services. The Honor Roll, to be published in the 1944 BROADCASTING *Year Book Number*, now on the presses, lists 5,813 men, including 35 who have given their lives or are missing in action, and six known to be prisoners of war.

A careful check of listings, provided by networks and stations, disclosed that many radio men now in the service were not listed. Some have been inducted since the tabulation was compiled; others were not listed by stations. Conservative estimates place radio's fighting men at well over one-fourth of the industry's total personnel. Those listed in the Honor Roll represent more than 23% of broadcasting's executives and employes.

When they get back, radio will have room for them all. Better jobs in many cases will await them, for with the development of such new services as television and FM, great opportunities will be presented. Radio can use the brains, brawn and zeal of its fighting sons.

Radio is backing the attack in all respects. At the front with soldiers, sailors and marines; at home by giving more than 100 million dollars annually in time and talent to promote war campaigns.

That 'Duopoly' Gun

SINCE THE FCC promulgated its "duopoly" order last November, banning control of more than one station in the same or overlapping areas, the 40 or 50 multiple owners, actual or suspect, have been in a dither. In almost every instance, the dual owner feels there are extenuating circumstances in his case, but all are faced with a May 31 deadline—or else.

Theirs isn't a popular cause, since so few stations are affected. It may well be that dual operation of standard stations isn't desirable. But the issue is broader than that. Certainly no rule-of-thumb can be applied.

The big trouble is the "forced sale" aspect. The war has brought about a critical manpower situation. Radio materials are scarce or unavailable. And, most significant, there has been no complaint against dual operation from the public.

The FCC order couldn't have been more untimely. Practically all of the dual stations (which have been given license renewals for years by the FCC and the old Radio Commission) use common facilities. Many of them have the same transmitter houses. Thus they are able to conserve manpower and materials. To force separations means a rush to get personnel, technical and general, materials and equipment—all on the wartime critical lists. For all this hardship, there wouldn't be an iota of improvement in service.

The order should be postponed. It might well be deferred until the war's end. Or it might be extended until such time as the manpower and material situations are no longer critical, which may precede the termination of the war. It is true that the FCC has made provision for individual pleadings where hardship would be encountered. But the FCC already has established precedent for averting forced sales by allowing an indefinite time for disposition of the Blue network. The multiple owners, generally, are smaller independent operators. They should be given the same privileges as the larger entities.

In disposing of the newspaper ownership order, the FCC wisely decided to consider situations on their individual merits. The same formula could be applied to dual ownership. The circumstances are not dissimilar. The "duopoly" order was not demanded by the public or in Congress. It just popped up without warning. The result is that every broadcaster affected feels he has a gun against his head.

Every broadcaster who feels he is affected by the order, whether it is an out-and-out dual ownership situation or a rather strained overlapping coverage condition, should do something about it. The FCC order is ambiguous. It is untimely. And, in these times, it is onerous. These broadcasters should unite, under a common banner, and make a joint appeal to the FCC to postpone the order. They have a valid and reasonable case. They are facing the pistol muzzle. Relief won't be forthcoming unless the FCC is asked for it.

Radio-Building

THESE are lush advertising days. All media are enjoying unprecedented demand. Newspapers and magazines, limited as to size, in many cases are rationing display space. Radio, with only so many waking hours of the day and with a war job, likewise is in a position to pick accounts.

It won't always be thus. Many accounts now on the air are first-timers. The demand for desirable time is at the peak. Stations in the more important markets don't have to merchandise, nor do their competitors.

The obvious tendency is to let things slide, because time is at a premium. It's a seller's market. But advertisers don't forget. There will come the day when the yardstick again will be cost-per-impression, not institutional.

Every station able to do so should begin building now for that post-war era when hard-buying again will be the order. The commodity the station has to sell is time, but that time must be the vehicle for programs which attract audience right to the outer-limit of the station's signal. The program must be merchandised.

Many far-sighted broadcasters are doing this now. They are servicing their local business, along with the national. They are endeavoring to prove to their accounts, old and first-timers alike, that radio is a potent medium all the time. They are avoiding a "take-it-or-leave-it" attitude, simply because business, at this writing, couldn't be better.

The renaissance of the printed media as a result of the war advertising boom will give them the momentum to put on a heavy campaign for the advertising dollar after the war. They now are limbering up their guns.

Everyone in radio should be thinking along the lines of investing part of the profit to create that extra-plus audience that makes radio a "must" buy in post-war advertising.

Our Respects To -

FANNEY NEYMAN LITVIN

ARGUING a case before the District Court of Appeals a few years back, a black haired young woman, eyes snapping, was letting her tongue run a mile a second pleading her case. Abruptly the venerable Justice Hitz leaned down from the bench and stopped her short. "Fanney Neyman," he said, shaking a finger in the young lawyer's face, "you back up. You're exceeding the speed limit."

Speed limits, detours, untravelled roads are nothing more than a challenge to Fanney Neyman Litvin. The first woman lawyer—and the only one for 10 years—in the Federal Communications Commission, she is now celebrating her 15th year with the law department.

She arrived at the newly-formed division in December 1928 when it was the Federal Radio Commission. Louis G. Caldwell, then chief, could scarcely have hoped for anyone with more interest or background for the job than eager Fanney Neyman. While working with the late Sen. Thomas J. Walsh (D-Mont.), and going to George Washington Law School, though she already was a member of the D. C. Bar, she attended as many as possible of the hearings on the original radio bill. That was 1925-26-27. Not only did she sit in on the hearings, but she also combed the Library of Congress for books and articles on radio and the regulations of communications.

"From then on," she said, "there was no question as to what I was going to do." And so when the Commission was formed, Fanney Neyman was one of the first to join the staff.

Today the files of her bibliography on communications, the laws governing them, and the disputes concerning them cover a side of her office. Her communications files—radio, telephone, telegraph—go back to the exploratory, pioneering days of 1903, and follow the history up through the formative years to the present.

They form endless answers to the endless questions that stream into Mrs. Litvin's office daily in the FCC Broadcast Section. They are a main source of information for the rules and regulations she draws up for the Commission. She uses them when reviewing the petition for rehearings of broadcast cases that go through her busy office. And the Commission refers to them constantly.

But Fanney Litvin's job is more comprehensive than her separate duties would imply. She is the walking encyclopedia of the FCC. Rosel Hyde, FCC Assistant General Counsel in charge of broadcasting, who joined the Com-

(*Continued on page 42*)

Portland's prominent TED GAMBLE, National Director of War Finance Division of U.S. Treasury, receives membership certificate in KOIN's bond-selling Million Dollar Club from Chet.

SUZANNE BURCE, KOIN's singing discovery and now M-G-M starlet, Jane Powell, was soloist at City Park concerts, m.c'd by Duncan.

Subjects of Preceding Public Service Stories

1. A KOIN-presented summer series of City Park concerts.
2. "Wartime Women"... award-winning nightly broadcast of women's war activities.
3. "Million Dollar Club"... the big weekly half-hour, year-'round War Bond promotion program.
4. Special educational and farm service activities.
5. Broadcast coverage of special events.

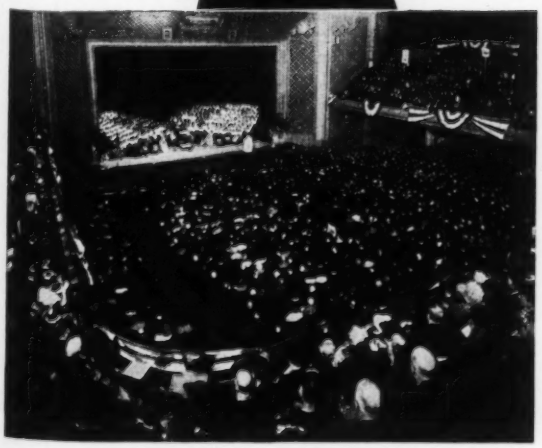
This is Public Service Story #6
in a series about KOIN activities that ensure its Number 1 position in prestige as well as audience... Presenting

CHET DUNCAN

Director of Public Relations

...and Song Leader Extraordinary

With a smile and a song Chet ably represents KOIN in a wide variety of wartime and community activities... working on committees... making talks... m. c.'ing public gatherings and broadcasts... in continual demand as Portland's best known song leader... his efforts contribute continuously to this station's public service program. He appeared before approximately 200,000 people in 1943.

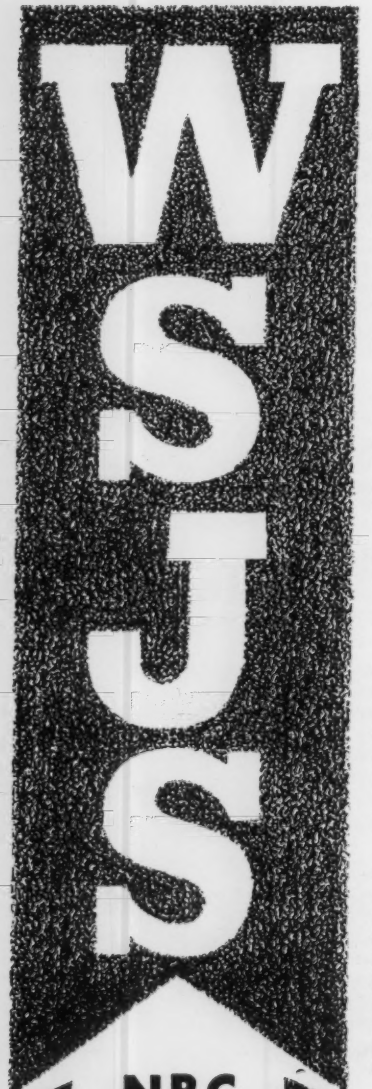


Duncan m.c.'s War Bond show in Portland's 4000-seat Municipal Auditorium.

KOIN PORTLAND OREGON

CBS

FREE & PETERS, INC.
National Representatives



NBC
Station For
Winston-Salem
Greensboro
High Point

★

5,000 WATTS
600 KC.

★

BLANKETING North Carolina's Rich Tri-City Section, the State's No. 1 Market! CONCENTRATING on a 10-County Primary-PLUS Area of 578,700 Population With 100,312 Radio Homes!

National Representatives

HEADLEY-REED COMPANY

Our Respects to

(*Continued from page 40*)

mission at the same time, and incidently, attended classes with her at George Washington U., says of her, "Fanney is the kind of person that has to be available to all groups at all times. She is our 'congressman-at-large'."

Mr. Hyde enjoys telling of Mrs. Litvin's college days when she was the only woman in the law classes. "But don't think that made her shy," he says, with a twinkle. "Fanney would get to the root of a question or die in the attempt. And she'd argue with Lucifer if she knew she was right. But I guess that is what makes her so thorough. We all know here that if a job is given to Fanney Neyman she'll do it—and well."

When Mr. Hyde had an appendectomy some time ago, Mrs. Litvin took over until he returned. "And as usual she did a fine piece of work."

Speaking of her college days, Mrs. Litvin went through her higher education at full speed—backwards. She precociously graduated from high school at 15. That was in Butte, Mont., where she was born in 1900. Having career ideas, she chose the Silver Bowl Law College in Butte as the next step.

And so, a full-fledged lawyer when she graduated from Silver Bowl in 1921, young Fanney Neyman got herself a job as secretary for Jim Murray, who had hung his attorney-at-law shingle in Butte and who is now junior Democratic senator from Montana. There she met Senator Walsh. "We practically set up Democratic headquarters in that office," she recalls.

Everything was progressing beautifully toward her career, when Fanney decided she would like a college degree to hang beside her law degree. So she had the courage to enter Montana State College as a freshman. After flying through her academic courses there, she looked to greener fields and the inevitable happened—Fanney Neyman went to Washington.

Still with educational gears in reverse, she matriculated at George Washington U. Law School to obtain a degree from a large, fully-accredited law college. By that time, she was already a member of the D. C. Bar, and working practically full time for Sen. Walsh. But the schedule was under control, and in 1928, very much of a lawyer, Fanney Neyman received her LL.D. from George Washington University.

But Fanney's education is a progressive thing. Among stacks of law and radio books on her desk is a well-thumbed copy of the *Wartime Refresher in Fundamental Mathematics*. She has an insatiable curiosity that lights up her eyes every time something new catches her interest. If she hadn't chosen the law and communications, she would undoubtedly have made an ace reporter.

In 1938 Fanney Neyman was married to "a really very splendid person", a psychiatrist and lawyer, Dr. Philip Litvin. He is now at Camp Hulin, Texas, serving as a major in the Medical Corps. Mrs. Litvin tells about the time she was in court with him shortly after they were married. She was moving his admission to the District Bar when the judge turned to a clerk and shouted in a stage whisper, "That's Miss Neyman's husband."

She'll never live it down.

One of Mrs. Litvin's pet pleasures is traveling. "If I have an avocation," she says, "that's it." She has been to every state in the Union, Canada, England and France. England captured her heart completely, "but I loved France, too. And Canada is very beautiful, but of course there is nothing lovelier than the United States."

That's typical of Fanney Litvin. She is intrigued by everything. Her tremendous vitality spends itself in a thousand different ways on a thousand different things a day. She makes a hobby of her husband, communications, law, travel, people, and especially her 12-lb. pussy-cat, "Slug".

With all her thoroughness, insistence on "the right way to do it", her deep knowledge of her work, Mrs. Litvin is still a very human, vital person. She loves to hear or to tell a good story. A very feminine "un-lawyerlike" perfume floats across her desk, and "her girls" in the next office bring her a glass of orange juice every day to "keep up her vitamin B".

Little things like that are the key to a woman. They tell more about her than the fact that she is a member of the Federal, D. C., and Montana Bar Associations; the National Women Lawyers; the Medical Auxiliary and several college organizations.

But the greater part of her time and energy are dedicated to the FCC. The fifteen years she has spent there are worthy of congratulations. And also, because this Tuesday (Feb. 1) is her birthday, may we add, Happy Birthday, Fanney.

Personal NOTES

CAPT. JAMES B. ROCK, USMC, former KDKA Pittsburgh manager, has been transfered to the Marine Corps Signal Supply Depot, Philadelphia, from Camp Murphy, Fla.

CLARENCE S. TAY, formerly branch manager of the Crosley Corp. Chicago factory, has been transferred to the main office of the concern at Cincinnati to serve as automotive product manager.

WILLIAM L. SMITH Jr., recently released from the Army, has been appointed commercial manager of WSPA-WORD Spartanburg, S. C. Prior to his induction he was assistant manager of WAYS Charlotte, N. C., and previously on the commercial staff of WGTC Greenville, N. C.

NORRIS MACKENZIE, former announcer of CPCA Edmonton and salesman of CKWX Vancouver, has joined the sales staff of CKOC Hamilton.

MURRAY B. GRABHORN, manager of Blue spot sales, returned to his New York office last Thursday after an extensive tour to Hollywood, San Francisco and Chicago.

WADE BARNES, formerly with WHBC WTAM WCAU and World Broadcasting System, has joined NBC's Radio-Recording Division as thesauraus sales representative, replacing John C. Treacy, now in the armed forces. Helen K. Bernard, formerly secretary to C. Lloyd Egner, NBC vice-president in charge of the division, has been appointed sales representative for syndicated programs.

ROBERT KRIEGER, with the advertising department of the *N. Y. Times*, and former research man for *Today*, has joined WQXR New York as account executive.

JOHN N. HUNT, formerly of CFAC Calgary, has been appointed regional sales manager of CKWX Vancouver, with R. I. Crotty as sales service manager.

O'Halloran Named

PAT O'HALLORAN has been appointed general manager of KPOW Powell, Wyo. He previously was commercial manager of WLDS Jacksonville, Ill., and formerly was with KFAM St. Cloud, Minn. There have been no other changes made in the KPOW staff since Mr. O'Halloran took over his new position.

MILLER McCLINTOCK, Mutual president, will leave for Mexico for a combination business and vacation trip Feb. 4, returning March 3. He will divide his time between Acapulco, Mexican resort, and Mexican City, where he will confer with executives of Radio Mil, Mexican chain associated with Mutual.

STANLEY YOUNG, sales executive, will be transferred from the New York office of Spot Sales Inc., station representatives, to Chicago, to become general manager of the Chicago district of Spot Sales, effective Jan. 31. He succeeds M. J. McGeehan, whose resignation is effective Feb. 7.

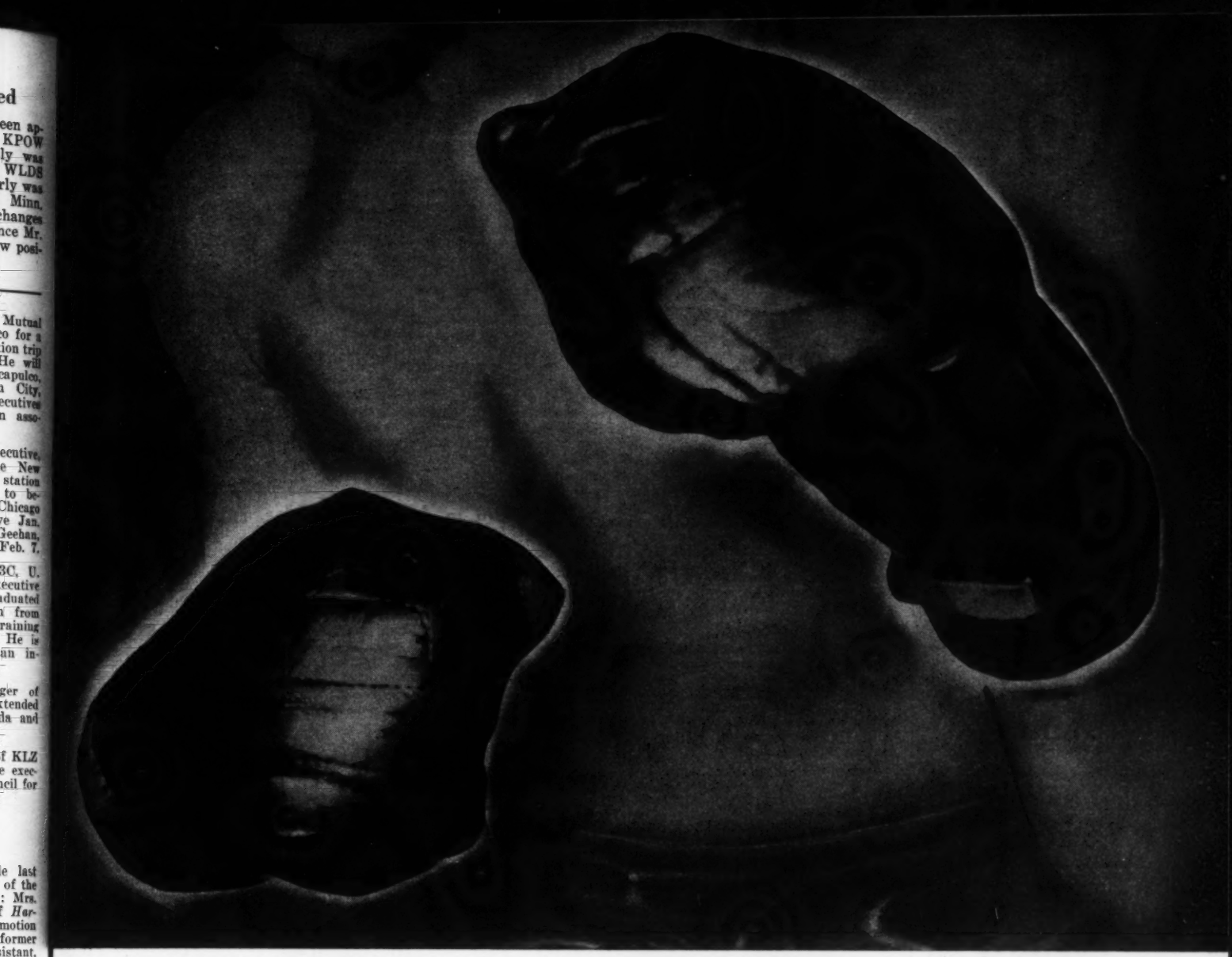
HERMAN MAXWELL, RM3C, U. S. Navy, former account executive of WOR New York, has graduated with honors as a radio man from Keystone U. S. Naval Training School, Bedford Springs, Pa. He is remaining at the school as an instructor.

FRANK ELPHICKE, manager of CKWX Vancouver, is on an extended business trip to eastern Canada and the United States.

HUGH B. TERRY, manager of KLZ Denver, has been elected to the executive board of the Denver Council for the Boy Scouts of America.

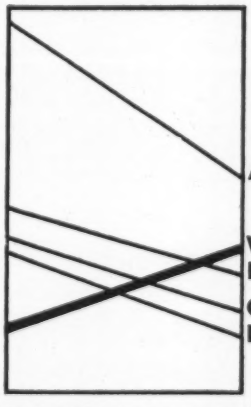
WHCU Adds to Staff

ANNOUNCEMENT was made last week by WHCU Ithaca, N. Y. of the following additions to its staff: Mrs. L. A. Viviano Jr., formerly of *Harper's Bazaar*, to the sales promotion staff, and Miss Helen George, former Cornell U. administrative assistant, to be continuity director.



A PUNCH IN BOTH HANDS

Evening Listening Trend
Five Independent
New York Stations



The above chart is based on the Total New York Area Listening Index of Independent Stations, 6:00 to 10:30 p.m., for Dec. 1942 and Dec. 1943. Source: C. E. Hooper.

That's WOV, the station with a double selling sock! Two markets listen to WOV . . . both vast, rich and responsive.

During the daytime WOV dominates metropolitan New York's Italian-speaking audience. It reaches as many as 58% of the 520,000 Italian radio homes and never less than 23% during any particular hour.

In the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches the most radio homes at the lowest cost per thousand listeners of any other New York Independent station . . . and at less than one-half the cost of the next ranking station.

WOV
New York
THE KEY TO TWO MARKETS

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L. REP.

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

BEHIND the MIKE

DICK MABRY, formerly of WCBT Roanoke Rapids, N. C., has joined the announcing staff of WIBG Philadelphia. Charles Lynch is leaving the WIBG announcing staff to become program director of WBRY Waterbury, Conn.

RUTHANNE ELDER, who formerly handled press relations for Press Assn., New York, has been made woman's editor.

WILLIAM DEMLING, writer on the weekly CBS *Pabst Blue Ribbon Town* and Dorothy Dirks, secretary of Warwick & Legler, on that program, were married Jan. 23 in Los Angeles.

GUY BEAUDRY has been appointed special French-language representative of Press News (Canadian Press radio subsidiary) at Montreal, to service Quebec radio stations. He was formerly French-language reporter for CP in the Parliamentary Press Gallery at Ottawa.

JAMES CARYL COLEMAN, formerly NBC western division supervisor of scripts, has been appointed assistant to Leo B. Tyson, Blue western division program manager in Hollywood. He also will do creative writing and producing.

DICK KEPLINGER, announcer of KOMO-KJR Seattle, and winner of 1943 H. P. Davis award, has been inducted into the Army.

NORMAN CORWIN, formerly with MGM where he had been under contract as a writer-director, returns to CBS to handle a radio series.

PVT. GENE TWOMBLEY, formerly of KNX Hollywood sound effects department and now with the Army, has been assigned production head of a New Caledonia Army radio station.

GEORGE HERRO, formerly assistant news editor of WTMJ Milwaukee, has joined the Blue Network as assistant to Ell Henry, central division publicity manager.

JEAN TREVEILER, new to radio, has joined the Blue central division to handle publicity for WENR Chicago.

KAY SKURO, in charge of the transcription department of CKSO Sudbury, Ont., has joined the Canadian Women's Army Corps (CWAC).

LAURIE IRVING, formerly chief announcer of CKWX Vancouver, has been appointed assistant production manager. Ken Hughes has taken over as chief announcer.

KEN GRIFFIN, NBC actor starred in *Backstage Wife* and *Road to Life*, NBC serials, last week was in Michael Reese hospital, Chicago, suffering an internal ailment. His roles are being taken over by Ed Prentiss.

CHRISTY FLYNN, WBBM Chicago engineer, has replaced Holly Pearce as traffic manager for the station. The latter was inducted into the Army last week.

HAROLD FRANCIS, former announcer of CFQC Saskatoon, and CKRM Regina, has joined CKOC Hamilton.

AUBREY WICE, announcer of CKOC Hamilton, Ont., has joined the Royal Canadian Navy.

WILLIAM B. DICKINSON, with UP's London bureau for two years, arrived in Australia several weeks ago to take over as UP general manager, succeeding Brydon Taves, killed in an airplane crash last December.

WLW Names Smith

NEAL SMITH, station manager of WCOL Columbus, O. for five years, joins WLW Cincinnati, Feb. 1 as sales service manager, according to an announcement made last week by Robert E. Dunville, vice-president of Crosley Corp. Mr. Smith succeeds William Robinson, now with WLW's Chicago sales office. With a wide experience in newspaper work Mr. Smith served as salesman and advertising manager with Scripps-Howard papers in Cleveland, Cincinnati and Columbus. He was sales manager for WCOL for a year before becoming manager five years ago.

Mr. Smith

Eggleston in Army

JOE EGGLESTON, commercial manager of WMC Memphis, is scheduled to report Feb. 3 to Camp Shelby, Miss. for Army duty. When Mr. Eggleston arrives at Camp Shelby, he will be close on the heels of another selectee formerly connected with Tennesee radio, Dick Westergaard, who was vice-president of Scripps-Howard Radio and general manager of WNOX Knoxville. Mr. Westergaard also is stationed at Camp Shelby.

Mr. Eggleston

Gillette Fight Video

GILLETTE SAFETY RAZOR Co., Boston, sponsor of the broadcasts of the Twentieth Century Sporting Club fights from Madison Square Garden over MBS, last Saturday added television to its schedule, sponsoring a telecast of the Beau Jack-Sammy Angott bout on WNBT, NBC video station in New York, to its network broadcast. Maxon Inc., New York, is the Gillette advertising agency.

MRS. JAMES E. SIDNEY WALES, news commentator of KROW Oakland, has been appointed women's state chairman of National Foundation Against Infantile Paralysis.

JAMES SLOAN, former New York producer of BBDO, has joined CBS Hollywood.

BILL DOWNS, CBS correspondent, has returned to this country from Russia.

CONNIE SINKS has joined the program department of WOWO-WGL Fort Wayne.

SAM BROWN, former announcer of WMCA New York, has joined the announcing staff of WINX Washington.

JACK LEWIS, announcer of WWL New Orleans, has been inducted into the Navy.

CHARLES POINTEL, formerly program director of WRDW Augusta, Ga., has joined the announcing staff of KARK Little Rock, Ark. Jack Bennett, formerly with St. Louis stations, has also joined the KARK staff.

JIM CHALMERS, announcer of WEIM Fitchburg, Mass., is the father of a girl.

Sale of CHML to Soble Is Confirmed in Canada

YOUNGEST (32) owner of a Canadian station is Ken Soble, whose purchase of CHML Hamilton, has just been confirmed by the Department of Transport, Ottawa. Manager of the station during the last seven years for its previous owner, Senator A. C. Hardy of Ottawa, Soble began in radio as a bit player in 1928. He is reported to have paid nearly $200,000 for the station, situated in Canada's heaviest industrial area.

In addition to CHML, his activities include an advertising agency, Metropolitan Broadcasting Service Ltd. and an entertainment booking agency. On the day he appeared before the CBC Board of Governors regarding his purchase of CHML, his second daughter was born.

PFC. DOROTHY JEAN CRANE, previously with WIND Gary, Ind., as assistant program director, is now in the Women's Reserve Section, Public Relations division of the U. S. Marine Corps, in Washington.

TED HUSTON leaves the announcing staff of WIBG Philadelphia to join the production staff of CBS in New York.

BOB EVERSON has joined the announcing staff of WKRC Cincinnati. He was formerly with KLO Ogden, Utah.

ED BROWNING, former announcer of WIP Philadelphia, has joined the staff of WPEN Philadelphia.

ROBERT STRUNSKY, active in newspaper and department store advertising, has joined CBS as network copywriter.

JACK SWIFT, KDKA newscaster, has entered the Navy as apprentice seaman.

PAUL HAVENS, announcer-newscaster of WIRE Indianapolis, is the father of a boy.

LARRY GORDON, formerly of KBIR Knoxville, has joined the announcing staff of WIRE Indianapolis.

JAMES FLORA, who joined Columbia Recording Corp. two years ago as assistant art director, has been named art director.

RHODA OTIS, publicity and promotion director of WPEN Philadelphia, and William Kresch, attorney, have announced their engagement.

HERB TRACKMAN, former announcer of KFEL Denver, is now handling public relations at Ft. Logan, Col.

RICHARD E. BATES, program director of WGAN Portland, Me., is the father of a boy.

ANDREW BELL, formerly of the station relations department, CBC, and radio censor at Ottawa, now with the Department of External Affairs, has been appointed third secretary at the Canadian High Commissioner's office at London, England.

AL HAUGNER, CBS news writer, was one of 14 Chicago radio, newspaper and public relations men to be initiated into Sigma Delta Chi, national journalistic fraternity, on Jan. 13.

JOHN BARCLAY, radio actor and singer, has joined the staff of WGN Chicago as a producer.

CY HOWARD, gag-writer for Jack Benny, has been signed as permanent comedian on the RCA-Blue program *RCA Family*. Agency is J. Walter Thompson Co., New York.

JOEL · JOHN · DUNNINGER · LEON · HENRY

Please take a Bow!

BABY MIRACLE

DUNNINGER

JOHN GUNTHER

LEON HENDERSON

HENRY J. TAYLOR

WE don't need to tell you that when *Reader's Digest* runs a piece about you, or prints an article of yours, or an excerpt from one of your broadcasts, or a quip of yours —it's a laurel wreath of which you may well be proud. These honors are yours, for you are all in the January, 1944, issue.

We, of course, are proud *for* you. And proud *of* you, because you are on our Network. So, gentlemen, will you please each take a bow — for these specific laurels? Thank you.

THE DUMP TRUCK NOBODY COULD BUY

This feature in the January issue was excerpted from a broadcast by Henry J. Taylor, BLUE commentator, early in September, 1943. Taylor gave chapter and verse of an unusual incident . . . a dump-truck that nobody could buy. The sequel is reported by *Reader's Digest* in these words: "Two months after this broadcast, which attracted national attention, the truck was sold." Henry J. Taylor has just returned from overseas, and is back on The BLUE.

BABY MIRACLE

who is none other than *Joel Kupperman*, mathematical genius of "QUIZ KIDS." The Reader's Digest article, from The American Magazine, is by Jerome Beatty —who calls Joel the "most entertaining son-of-a-gun, little or big, on the radio." Hear Joel and the Quiz Kids Sunday nights on The BLUE at 7:30 EWT. Sponsor: Alka-Seltzer.

DUNNINGER

"Radio's Master Mind Reader" is the subject of an article condensed from the full-length story which ran in "Variety"—show-business authority. The story, written by Earl Sparling, explains why, after only a few weeks sustaining, Dunninger is now sponsored Wednesdays at 9:00 p.m. EWT by the makers of Kem-Tone.

ASCENSION ISLAND

an article about the "Mighty Midget" of the middle wastes of the South Atlantic and its strategic importance in this war. John Gunther, BLUE commentator, reveals in this article the inside story of one of the war's best-guarded secrets. John Gunther is heard on The BLUE, Friday and Saturday evenings at 10 EWT. Sponsor: General Mills.

LEON HENDERSON

once OPA Administrator and now one of the most incisive and trenchant commentators of the American scene, is represented in the January *Reader's Digest* by a pointed anecdote about inflation. And what an anecdote! Listen to Leon Henderson over The BLUE every Saturday at 6:45 p.m. EWT. Sponsor: O'Sullivan Rubber Heels.

THE *Blue* NETWORK

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE
MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

KATHERINE REVNER, actress and freelance writer in England and this country, has been named supervisor of preparation of all-night programs of WABC New York. Lucille Hudiburg, formerly with Standard Oil Co. of N.J., and previously with WGN Chicago, and NBC, has been made assistant supervisor.

TED COTT and Jo Ranson, program manager and director of publicity and special events respectively of WNEW New York will conduct a twice-weekly evening course in radio administration and production starting Feb. 15 at N. Y. City College.

IRA MARION, Blue network script writer, has been inducted into the army.

ROGER KRUPP has resigned from WHN New York announcing staff to take the announcing assignment on the Lowell Thomas newscast sponsored by Standard Oil of California on 16 West Coast Blue stations.

PAUL GLASS, former conductor of the *School of the Air* on CBS, is joining WLIP Brooklyn as assistant musical director. Sabine Moss joins the music staff as assistant librarian and Shirley Wolfe becomes a member of the sales promotion staff.

CECIL SECREST, formerly with the New York office of the Treasury War Savings Staff, and previously with CBS as writer-producer, has been named head of the productions staff of WHN New York.

PAGE GILMAN (Jack Barbour) of NBC *One Man's Family* and son of Don E. Gilman, Blue Western division vice-president, has been commissioned a second lieutenant in the Army after completing the training course at Fort Sill, Okla.

WILLIAM GOULD, sound effects engineer of KNX Hollywood, is the father of a girl.

PERRY LEROY, whose recorded piano lessons are heard on three midwestern stations, is the father of a boy.

W. ARTHUR RUSH, owner and president of Art Rush Inc., Hollywood talent agency, has been named West Coast manager of RCA Victor's artists relations, with headquarters in Hollywood.

AIRCRAFTSMAN HAL LAWRENCE, formerly of CKGB Timmins, is now stationed in Vancouver as radio script writer in the Royal Canadian Air Force.

McCormick Overseas

ROBERT McCORMICK, NBC Washington news commentator, has arrived in Honolulu aboard the Navy seaplane Mars to do a series of newscasts from the Pacific area. In his absence Leif Eid, director of news and special events, has taken over Mr. McCormick's air spots and William R. McAndrew has succeeded Mr. Eid. Mr. McAndrew, news editor for Earl Godwin, Blue Network commentator, formerly held the NBC post in which he is serving during Mr. McCormick's absence.

Robinson Decorated

ANNOUNCEMENT was made last week by the Army's public relations office that Sgt. Neil S. Robinson, former production man of WSBA York, Pa. has been awarded the Good Conduct Medal for "faithful service and devotion to duty". The award was made at ceremonies held in the Mediterranean theatre of operations after Sgt. Robinson became eligible for the award on the recommendation of his squadron commander. He is attached to the Twelfth Troop Carrier Command.

C. H. Garland of WBBM, Runs on GOP Ticket

CHARLES H. GARLAND, Illinois radio man, has been selected by the Republican organization as the regular G.O.P. candidate for Congress in the 7th District. Mr. Garland, who has been with WBBM Chicago for 19 years, is sales manager of the station. He joined WBBM in 1925 as announcer and program director. In 1928 when WBBM became a CBS affiliate, Garland transferred to the sales staff.

Mr. Garland

In addition to his radio activities, Garland has been active in Republican politics for the past 12 years. He was elected alderman of Des Plaines (Ill.) in 1937, and in 1940 became Mayor of the Township. He is vice president of the Illinois Municipal League.

Tele Press Cub

SOME 25 writers and editors of publications covering television met in New York last week for an organization luncheon meeting of the Television Press Club, which will meet on the fourth Tuesday of each month. Al W. Bernsohn, *Click;* Richard W. Hubbell, N. W. Ayer and television consultant of *Time, Fortune, Mademoiselle*; and Stanley Kempner, *Retailing Home Furnishings*, were the organization committee. J. R. Poppele, chief engineer of WOR New York and publicity chairman of the IRE Winter Technical Meeting, and B. E. Shackelford, head of RCA's frequency bureau and chairman of the IRE meeting, were speakers.

CBS News Plans

CHARLES COLLINGWOOD, CBS foreign correspondent, during a special War Bond broadcast last Monday, announced that he would leave this country in a few days to cover the European invasion. Eric Sevareid, who returned to the United States several months ago after his plane crash in India, is also slated for a European assignment. Bob Trout will remain in this country until the national party conventions.

Brings Symphony

BILL DOWNS, CBS corresponnent, who has arrived from Moscow with the score of Shostakovitch's Eighth Symphony, for which CBS has obtained premiere rights in the Western Hemisphere, was guest of honor at a CBS luncheon for newsmen, correspondents and music critics at the Ambassador Hotel New York, Jan. 25.

WENR Sales Up

HIGHEST in the history of WENR Chicago, are revenue compilation figures for 1943. The 12-month period showed a gain of 166.1% over the total 1942 sales figures. Ten new period advertisers, an added amount of spot announcement revenue and several client's renewals of 1942 contracts were factors.

Video Described As Peace Factor

Raibourn Sees in Television Ambassador of Goodwill

TELEVISION alone holds the promise of becoming the ambassador of goodwill that will bring about an enduring peace, Paul Raibourn, television executive of Paramount Pictures and president of Television Productions Inc., told a meeting of the American Television Society, at the Hotel Capitol, New York, last Tuesday.

Citing the history of American motion pictures in creating an international desire for articles shown on the screen and radio's important role in building international understanding, Mr. Raibourn urged that television networks be established across the country as quickly as possible.

"Only by striking out boldly at once can we hope to capture world leadership in television programming as we did in motion pictures," he declared.

FM Seen as Danger

Norman D. Waters, ATS president, condemned the selfish "money" motives of those who propose that television be withheld from the public until it has been perfected in every detail. Another problem, he said, is the FCC regulation limiting any company to the operation of three television stations, which he branded as "unfair discrimination against television that has been instrumental in retarding its progress".

A third hazard is FM, he said, "because television will be delayed if the public rushes in to buy FM sets due to high-powered promotion methods after the war; it will be that much longer before they will be able to afford television sets. Yet television will revolutionize their lives, not FM."

Proposal of Mr. Waters that ATS be reorganized as a membership corporation under the laws of New York was approved by the membership which also approved the appointment of a seven-member committee to sign the incorporation papers and manage ATS affairs until new officers are elected.

Mr. Waters announced his resignation as president, stating that the pressure of expanding business of the advertising agency of which he is head made it impossible for him to continue to devote nearly half his time to ATS business.

ANPA Booklet

A BOOKLET, "And Not Only the News", issued last week by the Bureau of Advertising, American Newspaper Publishers Assn., details the way in which newspapers, "above and beyond the call of duty as reporters of the news," have helped the war effort by promoting war loans, scrap and fat salvage, informing their readers about rationing, helping solve the manpower problem and other wartime projects.

ART MOORE, account executive of KMO Tacoma, Wash., has joined KFAC Los Angeles.

BROADCAST BY MORE STATIONS THAN ANY OTHER WAR SHOW IN THE WORLD

Soldiers of the Press!

These weekly transcribed shows dramatizing the experiences and the exploits of United Press fighting-front correspondents have won dramatic success.

United Press first presented them two years ago. They proved instant winners with tuner-inners, were promptly spotted by sponsors to run interference for sales-scores.

The "Soldiers of the Press" series furthermore has continued steadily to augment audiences and increase incomes of United Press clients. Because of this it is today broadcast by more stations than any other war show in the world.

The shows run 15 minutes, including three for announcements and commercials.

"Soldiers of the Press" is only one of many United Press radio news accessories. But its pre-eminence is characteristic of every element of United Press radio news service.

UNITED PRESS

Foremost because it offers most!

Agencies

DOROTHY F. LAMB, former president and treasurer of Lamb Adv., New York, now dissolved, has joined Lawrence Fertig & Co., New York, to supervise women's accounts.

LESTER A. LOEB, a member of the planning board of Charles M. Storm Co., New York, has been named a vice-president.

WAXELBAUM & Co., New York, agency specializing in advertising in the Jewish market, has moved from 132 W. 43d St., to 10 East 43d St. Telephone is now Murray Hill 2-7398.

JULIAN HEINEMANN, former announcer of KFEL Denver, has joined the art department of J. Walter Thompson Co., New York.

SHAW Co., has redecorated as well as expanded its office facilities at 816 W. Fifth St., Los Angeles.

ROBERT B. RAISBECK, former account executive of KHJ Hollywood, has joined Raymond R. Morgan Co., Hollywood.

Derum to Brisacher

JAMES P. DERUM, account executive of Ralph H. Jones Co., Cincinnati, where he handled the Kroger Grocery & Baking Co., account, has been named general manager of the New York office of Brisacher Van Norden & Staff. Mr. Van Norden, who formerly held this post, is now vice-president and manager of the Los Angeles office.

Mr. Derum

Mr. Derum was at one time executive vice-president and general manager of the former Green, Fulton, Cunningham agency, and has been associated with Ruthrauff & Ryan, and Campbell-Ewald Co.

CHARLES P. FRITSCHE, former production man at Donahue & Coe, New York, and traffic manager of Lord & Thomas, New York, has joined the Caples Co.

FREE & PETERS, station representatives, and the Sonovox division of that firm, have moved Hollywood offices to larger quarters at 6331 Hollywood Blvd. Telephone is Gladstone 3949. Hal W. Hoag is Southern California manager. Jack Ross is in charge of the Sonovox division.

MONTGOMERY N. McKINNEY, former partner and account executive of Earle Ludgin & Co., Chicago, recently was commissioned a lieutenant (j.g.) in the Navy. Replacing Mr. McKinney is Paul C. Staake, for 12 years a partner in Staake & Schoonmaker Co., Kalamazoo, Mich.

CARL H. BRIESE, former assistant art director of Western Advertising, has joined the art department of Needham, Louis & Brorby, Chicago.

FRANK R. STEEL ASSOC., Chicago, will change its name to Fremont Adv. Agency, effective Feb. 1. No change in personnel is involved. Frank R. Steel left the agency in 1943 to join WBBM Chicago.

GEORGE E. BLISS, formerly with BBDO, New York, is now with J. Thompson Co., New York, as an account executive.

GEORGE E. HALLEMAN Jr., Chicago, has joined Howard H. Wilson Co., Chicago, station representatives.

Seeds N. Y. Plans

C. A. (Fritz) SNYDER, formerly an account executive of J. Stirling Getchell, New York, and later a member of the Blue Network station relations department, has been named manager of the newly opened New York Offices of the Russel M. Seeds Adv. agency, Chicago, it was announced by Freeman Keyes, president. Seed's eastern offices will be located at 366 Madison Ave. Snyder will handle the Mennen account's eastern activities.

Named Esty Buyers

JOHN C. ESTY, magazine spacebuyer of William Esty & Co., has taken over the agency's network timebuying. Richard C. Grahl, outdoor spacebuyer, has assumed direction of spot timebuying. Tom Lynch, who formerly supervised Esty net and spot timebuying, resigned recently to join Grant Adv. as media director.

JOSEPH J. FINN and Gordon E. Taylor were recently appointed vice-presidents of Reincke-Ellis-Young-Green & Finn, Chicago agency which is expanding in anticipation of increased post-war activity. Mr. Finn is a son of J. H. Finn, vice-president of the agency. Nelson Fuqua, former copy-writer with MacFarland-Aveyard, N. Y., and Loren Ahlswede, a member of the advertising staff of *Standard Register*, have joined the copy staff.

DADE B. EPSTEIN has established a Chicago general advertising agency under his name in Chicago. Vice-president of McJunkin Inc., Chicago, for three years, Mr. Epstein has been identified with retail merchandising for several years.

WILLIAM R. BAKER, vice-president of Benton & Bowles, New York currently is in Hollywood for program conferences with Al Kaye, agency producer of NBC *Maxwell House Coffee Time*.

FORD C. McELLIGOTT, well-known in West Coast food and packaging industry, has been appointed copy director of Davis & Beaven Adv., Los Angeles.

BRISCOE B. RANSON III, assistant account executive of Ruthrauff & Ryan, New York, has been appointed an officer in the Army Transport Service for overseas duty.

FRANK J. SCHNELLER Jr., formerly a member of the copy staff of Mitchell-Faust Adv. Co., Chicago, has joined the Phil Gordon Agency, Chicago.

It's Only One...

The giant lumber industry is only one of the many rich industries down in KWKH-land. Producing annually from some 14 million acres more than 5 million board feet of lumber add to the spendable wealth. It is one of the industries that spell opportunity to sell now . . . build sales for the future.

Write for your free copy of KWKH net circulations day and night maps.

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

9 out of the first 10
15 out of the first 20
33 out of the first 50
of all programs on the air
—are on WSAV.

NBC

WSAV
SAVANNAH

National Representatives
GEORGE P. HOLLINGBERY CO.

EDWARD HALPERIN, formerly account executive of McCarty Co., Los Angeles agency, has joined Hillman-Shane-Breyer.

J. H. MEYER, formerly advertising manager of Imperial Paper & Color Corp., New York, has joined J. M. Mathes Inc., New York, as account executive.

ENTIRE media department of Ivey & Ellington has been transferred to New York from the Philadelphia headquarters, which continues as service office. Stella M. Kilcullen, radio timebuyer, and Mrs. Elizabeth Rohne, also in timebuying, are now working in the New York office.

BOB SOPER, account executive of the Kern Advertising Agency, reports to the Army on Feb. 7.

WILLIAM CAYTON, formerly advertising and sales manager of Igoe Bros., and with Newell-Emmett Co., New York, has been named copy chief of Picard Adv., New York.

NELLE KELLY, formerly with the research department of Curtis Publishing Co., has joined Pulse of New York Inc., radio research firm, as assistant to Sydney Roslow, director.

FRANC DILLON, formerly of KPRO Riverside, Cal., has joined the publicity department of J. Walter Thompson Co., Hollywood.

EARL KENNEDY of the publicity staff of Young & Rubicam, New York, has been assigned as script writer on *We the People at War*, CBS-Gulf Oil Corp. program, effective Feb. 2.

TOM HARRINGTON, vice-president in charge of radio for Young & Rubicam, will take an extended vacation upon his return from the west coast in the early part of February. Hobe Morrison left the staff of *Variety* last week to join Y&R's radio department, assigned to talent and program creation.

MILTON F. DECKER, with Scripps-Howards Newspapers for a number of years, has been named director of marketing and media research of Fuller & Smith & Ross, New York.

HARRY ENGEL, formerly West Coast manager of Broadcast Music Inc., has joined Republic Productions Inc. as member of the production advisory committee.

EARL E. SPROUL has resigned his position as vice-president of Western Newspaper Union, Chicago, and its affiliated Publishers' Auxiliary, to form the Agency Service Corp., effective Feb. 1. Mr. Sproul plans general advertising and public relations accounts.

PAULINE WATROUS, with the radio department of Foote, Cone & Belding, Chicago, for several years, has joined Leo Burnett Inc., Chicago.

ALAN H. SCHROEDER, a member of the advertising staff of Diamond Match Co., Chicago, for nine years, has joined the Paul H. Raymer Co., Chicago.

"May I suggest Breakfast at Sardi's over WFDF Flint, at 11 AM?"

New Ad Agency

OPENING of a new advertising agency, Royal & de Guzman, 452 Fifth Ave., New York, was announced last week. Three associates of the new firm, which officially starts operations Feb. 1, are: Royal de Guzman, account executive, director of copy and v-p of J. M. Hickerson Inc., N. Y., Edward F. Royal, formerly of the public relations staff of Pan-American Airways, and Catherine A. Noone, formerly of the publicity department of American Airlines.

Initial projects will be to conduct field studies of two groups of magazines, and to do radio and television experimental work for an unnamed film producer. The agency will specialize in one-minute transcriptions.

AT REQUEST of the networks and the National Foundation for Infantile Paralysis, the FCC has granted waiver of its rules so as to authorize elimination of identification break during the period 11:15 p.m. Jan. 29 to 12:15 a.m. Jan. 30, only, while broadcasting the birthday celebration of the President.

Nicholls Leaves Morse To Join Donahue & Coe; Slaybaugh Is Successor

RICHARD NICHOLLS, director of the radio department of Morse International Inc., New York, for four years, has resigned to join Donahue & Coe, New York, succeeding Ed Fitzgerald, who resigns as radio director Feb. 15. Chester Slaybaugh, who joined Morse seven months ago as assistant to Mr. Nicholls, will become radio director of Morse.

Mr. Slaybaugh was in the banking field until 1940, when he joined BBDO, New York, as timebuyer. Mr. Nicholls was with N. W. Ayer & Son as a director for 1½ years. He also was with WLW Cincinnati as assistant general manager in charge of all production, and as director of the radio department of Cecil, Warwick & Cecil.

CHARLES CORRELL (Andy) of the weekly NBC *Amos 'n' Andy*, is the father of a 9-lb. boy born on Jan. 23, named Charles Jr.

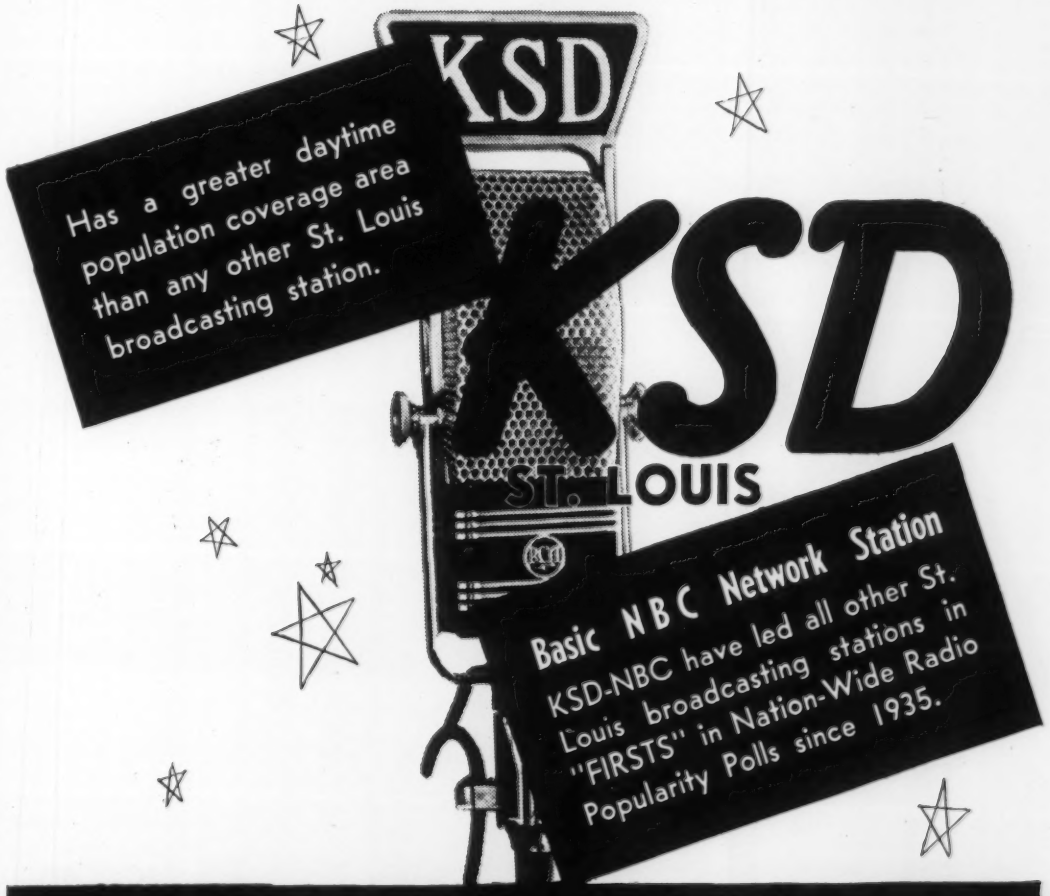
Y & R Names Two

JOE MORAN, manager of radio commercials, and Harry Ackerman, manager of radio production of Young & Rubicam, New York, have been made associate directors of radio. Mr. Moran has been with Y&R since 1934, in charge of creation of radio commercial announcements. Mr. Ackerman has been with the agency since 1936. His duties will include radio policy planning and creative planning on new radio productions, while continuing supervision of all radio production.

Durstine in Chicago

ROY S. DURSTINE Inc., New York and Cincinnati, will open its new Chicago office at 333 N. Michigan Ave., on Feb. 1. Ellis Travers, former director of advertising and sales promotion of Crosley Corp., will serve as manager of the new office. Walter J. Daily has resigned as assistant treasurer of the agency to join Bendix Home Appliances, South Bend, as advertising director.

IT'S KSD FOR SALES STIMULATION IN ST. LOUIS


KSD
Has a greater daytime population coverage area than any other St. Louis broadcasting station.
KSD
ST. LOUIS
Basic NBC Network Station
KSD-NBC have led all other St. Louis broadcasting stations in "FIRSTS" in Nation-Wide Radio Popularity Polls since 1935.

A Distinguished Broadcasting Station

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS, Inc.

Radio Advertisers

AMERICAN EXPRESS Co., New York, sponsor of a series of recorded music programs on various stations under the title *Cheque Your Music*, has shifted its New York outlet to WOR. Contract for 52 weeks is for a weekly quarter-hour at 7:15 p.m., and started Jan. 25. Agency is Caples Co., New York.

OLIVO Inc., Philadelphia, to promote its shaving cream and hair tonic, has begun a 10-minute program on WFIL Philadelphia for 13 weeks. Placed thru Philip Klein Agency, Philadelphia.

M. W. KELLOGG Co., New York, producer of high octane gasoline, has named J. M. Mathes Inc., New York, to handle advertising. No radio plans.

HERBERT S. RICHLAND, former vice-president of Peck Adv., New York, and previously executive and part owner of Federal Adv., N. Y., has joined Pal Blade Co. to direct advertising and sales promotion of Pal blades.

WESTINGHOUSE E. & M. Co., Bloomfield, Pa., has started three-times daily weather forecasts on KYW Philadelphia to promote products of its lamp division.

C. E. JACOBS PACKING Co., Chicago (Jacob's Soup), recently appointed Rogers, Gano & Bachrodt, Chicago, to handle advertising for newspaper and radio.

REPUBLIC PICTURES Corp., New York, has announced additional advertising schedules for "The Fighting Seebees" following up initial radio promotion in Chicago, Memphis, Philadelphia and Washington. Spot announcements are scheduled prior to local opening dates for the film on: WBZ WEEI WELI WKY KOCY KOMA WDSO WWL WSMB WNOE KSD KMOX WIL KXOK KWK WEW WTMV KFI KNX WEMP WISN KMBC WDAF KRLD WFAA WIBX KUTA KDYL. Agency for Republic is Donahue & Coe, New York.

INTERSTATE Labs. have begun sponsorship on WMPS Memphis of the quarter-hour *Rhythm Ranchers* program, Mondays through Thursdays, for Vitawine and Oculine.

CANADIAN BANKERS ASSN., Toronto (chartered banks) has started *People Enjoy Facts*, transcribed program, on 77 Canadian stations. Account was placed by Cockfield Brown & Co., A. McKim, and R. C. Smith & Son, Toronto.

LORIE Ltd., Toronto (watches) on Feb. 7 starts weekly quarter-hour musical program on CKAC Montreal. Account was placed by A. McKim, Toronto.

PARR VITAMIN Co., Chicago, began sponsorship Jan. 17 of a quarter-hour musical program Mondays through Saturdays on WAIT Chicago. Contract is for 13 weeks. Agency is O'Neil, Larson & McMahon, Chicago.

LAWRENCE H. LIPSKIN, who was formerly in advertising department of Columbia Pictures, will return as advertising manager Feb. 7. In the interim he has been with Donahue & Coe, New York. D. A. Lipton continues as director of advertising and publicity.

"NOW AND THEN" huddle found the first and the current agency producers of NBC Jack Benny Show chatting with the star after a recent broadcast. Grape-Nuts-minded trio are (l to r): Walter Bunker, current producer for Young & Rubicam; Tom Harrington, first producer and now agency New York vice-president and radio director, in Hollywood on company business; and Jack Benny. General Foods Corp. sponsors the series.

GREGORY FOUNT-O-INK, Los Angeles (writing sets); Vogue Products (cosmetics), and Alberty Food Products, Hollywood (health foods), have appointed Davis & Beaven Adv., Los Angeles, as their agency.

SCHULZE & BURCH BISCUIT CO., Chicago, begins sponsorship of a series of chain-breaks on WBBM Chicago beginning Feb. 1. Contract is for 13 weeks. Agency is Leo Burnett Co., Chicago.

PILLSBURY FLOUR MILLS Co., Minneapolis (Best Enriched flour) renewed its quarter-hour show, *Meet the Missus*, thrice-weekly, on WBBM Chicago. Contract is for 52 weeks. Agency is McCann-Erickson, Chicago.

GEORGE WESTON Ltd., Passaic, N. J., has named Calkins & Holden, New York, to handle advertising of Weston English Biscuits. Firm has used radio, but there are no plans for the present.

JEAN A. HOLLANDER, with Can Manufacturers Institute since 1939, has been named director of consumer information.

FOREST LAWN LIFE Insurance Co., Glendale, Cal., new to radio, on Jan. 17 started an extensive 13-week promotional campaign in the Los Angeles area, utilizing five local stations, KMTR KMPC KNX KECA KHJ. Agency is Dan B. Miner Co., Los Angeles.

FOREST LAWN Memorial Park Assn., Glendale, Cal. (cemetery), on Jan. 17 started sponsoring a daily quarter-hour transcribed and live talent program *Memories in Melody* on KECA Los Angeles. Contract is for 13 weeks. Agency is Dan B. Miner Co., Los Angeles.

PARAMOUNT PICTURES, Hollywood, to promote the film "Lady in the Dark", in a 22-day local campaign starting Feb. 22 will use an approximate total of 265 live spot announcements on eight Southern California stations. List includes KFWB KNX KHJ KFAC KRKD KMPC KIEV KECA. Agency is Buchanan & Co., Los Angeles.

JACK NELSON, vice-president, general manager and publicity and public relations director of Rock-Ola Mfg. Corp., Chicago, has resigned effective Feb. 1.

CONSOLIDATED BISCUIT Co., Chicago, is sponsoring a quarter hour program, *Mystery Chef*, Mondays through Fridays, on WENR Chicago. Contract is for 52 weeks. Agency is McJunkin Adv. Co., Chicago.

MALLORY HAT Co., Danbury, Conn., has named Duane Jones Co., New York, to handle its advertising. No radio contemplated at present.

BLACK, STARR & GORHAM Inc., New York, jewelers, have signed a 52-week test contract with WQXR New York for two spot announcements weekly, starting Feb. 1. Agency is Abbott Kimball Co., N. Y.

MAGAZINE PUBLISHERS Inc., New York, has named Ralph H. Jones Co., New York, to handle advertising for *Flying Aces Magazine*. Radio is contemplated.

C. E. JACOBS PACKING Co., Chicago (Jacob's Soup), is placing its advertising with Rogers, Gano & Bachrodt, Chicago. Said to use radio.

GIBSON Co. Harlan, Ia. (Gibson's Vitamin Formula-Rex Vitamins), has placed its advertising with W. L. Tomack Inc. New York. Said to use radio.

JAMES E. DYER, with Sinclair Refining Co., New York, since 1916, has been named vice-president in charge of sales, succeeding the late J. W. Carnes.

EVLO PHARMACAL Co., Pompton Lakes, N. J., has signed for participations on *Luncheon With Helen* on WPAT Paterson, N. J., to promote Evlo Nose Drops, a new product. Business placed direct.

MIFFLIN CHEMICAL Corp., Philadelphia, has named the Joseph Katz Co., New York, as agency.

Blue Moves

THE Blue has announced a number of new assignments for announcers, including the appointment of Don Gardner to do the commercials on *What's New*, the RCA show. Jim Ameche, m.c. has been doing the commercials. Gene Hamilton, who reports for induction in the Army Feb. 4, is being replaced on one show by Fred Cole, while George Gunn is taking over his duties on the Bethlehem Steel's *What's Your War Job* on WJZ, also handling the Tootsie-Roll-*Dick Tracy* program. Wylie Adams has been assigned producer-director on the latter series. George Ansbro now announces the new WJZ program for Tangee products, *Beat the Band*, while Robert Moss is replacing John Wellington as producer on Coca-Cola's *Victory Parade of Spotlight Bands*. Jim Bannon, NBC announcer, has been named to handle the Auto-Lite series *Everything for the Boys*.

Site for Video

TELEVISION PRODUCTIONS Inc., Hollywood, subsidiary of Paramount Pictures Inc., in mid-January acquired on long-term lease an acre atop Mt. Wilson, near Pasadena, Cal., as site for proposed new television transmitter, W6XYZ. Klaus Landsberg, director of television, said construction would start within the next few months. Studios remain on the Paramount lot at 5451 Marathon St., Hollywood.

Sweet-Orr Studying

SWEET-ORR & Co., New York, has named Reiss Adv., New York, to handle advertising for its work clothes for men. Following a market study concentrating on the post-war situation, a campaign will be launched which may include radio. A limited newspaper drive is now in progress.

Spot Entre

UNSHAKABLE belief in results of spot announcements is evidenced by the sign Norman F. Elliott, advertising manager of Sears, Roebuck's South Bend store, has on his office door. The sign reads: "No admittance without copy information for one or more spot announcements over WSBT." The store has been using seven quarter-hour programs per week and 96 spot announcements per month over WSBT South Bend.

New High-Power Tubes Are Developed by RCA

ANNOUNCEMENT was made last week by RCA of the development of two new high power triodes, RCA-9C21, a water-cooled type, and the RCA-9C22, a forced-air-cooled type. Both are recommended for use in the Class B modulator stage and in the plate-modulated Class C final amplifier stage of high-power transmitters. Also, they can be used in industrial r-f heating applications when high power is required.

The new tubes may be used at maximum ratings at frequencies as high as 5 mc and with reduced ratings up to 25 mc. A feature of these types is the metal header which is entrant to provide short internal connections between filament and filament terminals. In addition, the grid is mounted directly on the header, the flange of which serves as the grid terminal. This provides extremely short, heavy-current, low-inductance path to the grid. A pair of either type has ample power-delivering ability for the final stage of a 50 kw high-level-modulated broadcast transmitter.

Dept. X Marks Time

REPORTS to the contrary, CBS' "Department X" continues in operation though reduced to a skeleton staff, according to Dr. Lyman S. Bryson, CBS director of education and chairman of the network's adult education board. Dr. Bryson is director of the so-called "Department X," organized just before Pearl Harbor to study war aims, and post-war planning. With CBS President William S. Paley abroad on OWI assignment, majority of the staff has been absorbed by the program research division of the CBS reference department, headed by Bill Ackerman.

C of C Discs on 150

DISCS of the U. S. Chamber of Commerce have been made available to 150 stations. Titled, *The War of Enterprise*, transcriptions have been distributed so that every state is covered despite the shortage in materials. The quarter-hour programs tell the story of business and industry at war, with Hardy Burt, former Chamber radio director, as commentator. Collaborating are: Automotive Council for War Production, Edison Electric Institute, American Trucking Assn., American Merchant Marine Inst., Assn. of American Railroads, Assn. of Casualty & Surety Executives.

Some folks like
others prefer
BLONDES-
BRUNETTES
—But . . .
in the "Memphis market"
MOST FOLKS PREFER
*WMC!
MO.
KY.
TENN.
ARK.
MEMPHIS
MISS.
★ 13 OUT OF THE FIRST 15 SHOWS ON THE AIR ARE HEARD OVER WMC!
Independent surveys show that 9 out of the first 10 shows on the air are NBC shows. This, coupled with selected national and local shows of top quality, accounts for WMC's position throughout the entire mid-south area.
It is the station most people in the Memphis market listen to most.
WMC
MEMPHIS, TENN.
★ 5,000 WATTS DAY & NIGHT
★ NBC NETWORK
• OWNED AND OPERATED BY THE COMMERCIAL APPEAL
• REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH KTBS—Shreveport

FINAL FM REGISTRATIONS

A NET PAID registration of approximately 650 was reported by Walter J. Damm, president of FM Broadcasters Inc. last Thursday. Gross registration aggregated about 700 with the attendance at the sessions exceeding 750.

Following are additional registrations released last week, supplementing the advanced list published in BROADCASTING Jan. 17, 24:

E. C. Abbott, G-E.
Roy L. Albertson, WBNY.
Ernest L. Adams, WHIO.
Wendell Adams, CBS.
Herbert V. Akerberg, CBS.
Fred W. Albertson, Dow & Lohnes, Ala. (att'y).
W. J. Alston, WGTM.

C. R. Barhydt, G-E.
Claude Parrere, NBC Radio Recording.
Aurelia S. Becker, WTBO.
Phil T. Begy, G-E.
A. G. Belle Isle, WSYR.
Bernard S. Berk, WAKR.
Andrew W. Bennett, WWPG.
Haskell Bloomberg, WLLH.
George Blumenstock, WSKB.
G. A. Bodem, Tung-Sol.
W. M. Boland, G-E.
Ken Brown, KOMA
R. E. Burrows, G-E.
F. E. Busby, WMOB, Mobile, Ala.
Edward H. Benedict, Free & Peters, Inc.

Louis G. Caldwell, attorney, Washington.
P. G. Caldwell, G-E.
John B. Caraway Jr., WEOA.
Paul L. Chamberlain, G-E.
William Chandler, Scripps-Howard.
A. H. Chapman, Ledger-Enquirer Co.
Wilton R. Childs, WIOD.
Slocum Chopin, WJZ.
Russell Clancy, AP.
Plez S. Clark, KFH.
Roy Collins, WFAA.
George R. Cook, WLS.
Wayne N. Cook, WCAR,
Marjorie Cooney, WSM-FM.
Robert E. Cooper, Cooper Sound Equipment Co.
H. W. Cruickshank, WHEC.
R. C. Curtis, Rogers Majestic.
Homer Courchene, WENR-WLS.

S. D. Daniels, Western Electric.
C. F. Daugherty, WSB.
John Morgan Davis, WIBG-WLBG.
William Day, Stromberg-Carlson Co.
Ralph R. Decker, G-E.
William R. Denny, KOZY.
Everett L. Dillard, Commercial Radio Equipment Co.
Dietrich Dirks, KTRI.
Jack M. Draughon, WSIX.
M. W. Duffy, M. W. Duffy & Co.

Augustus J. Eaves, Graybar Electric Co.
J. Eddy, Standard News Ass'n.

Clifford F. Fraser, City of Bridgeport, Conn.
Herman Finkelstein, attorney—ASCAP.
Fred W. Fischer, Westinghouse.
Barney Finby, R. H. Macy & Co.
Nathan Frank, WEBT.
Jack Frost, RCA.

Kenneth J. Gardner, WHAM-WHFM.
Andrew J. Gerner Jr., Westinghouse
Bond Geddes, RMA.
Bert Georges, WHEB.
Cathrine Gilbert, WBRK.
A L. Glassmann, KLO.
Earle Godfrey, WBAB.
Paul F. Godley, Montclair, N. J.
Stanley W. Goulden, RCA.
Oliver Gramling, AP.
Thurlow A. Greene, WENY.
Ken Gordon, KDTH.

C. W. Hackenyos, G-E.
Robert Hardman, North Adams-Transcript.
Cliff Harris, WIP-FM.
Wiley P. Harris, WJDX.
Paul F. Harron, WIBG.
Harry Harvey, KMOX.
C. J. Hendon, G-E.
Philip J. Hennessey, Segal, Smith & Hennessey.
R. W. Hersey, Badger, Browning & Hersey
Julius Hetland, WDAY.
H. C. Hill, RCA.
T. L. Hiner, KTRH.
Edward Hoffman, WMIN.
Harold S. Holland, WFBM.
John T. Hopkins 3d, City of Jacksonville.
E. C. Horstman, Blue Network.
Thomas R. Humphrey, Hampden-Hampshire Corp.
W. E. Hudson, WAVE.
John C. Hughes, WCOV.
Clifford J. Hunt, Stromberg-Carlson Co.

Dan Jayne, WELL.
A. & G. Jackson, Blaw-Knox Co.
Geo. H. Jaspert, WLAW.
Les Johnson, WHBF.
Albert F. Jones, WAGA.
Don A. Johnson, Mercer Broadcasting Co.

Thomas L. Kerney, Mercer Broadcasting Co.
Henry R. Kaiser, WWSW-WTNT.
F. G. Kear, Bureau of Aeronautics, Navy.
R. E. L. Kennedy, Bureau of Aeronautics, Navy.
Ivor Kenway, Blue Network.
W. W. Knorpp, KTAR.
Kenzie Kohler, U. S. Post Office.
P. J. Konkle, Crosley Corp.
L. R. Korenek, KTRH.
H. William Koster, WPRO.
Eugene J. Krusel, Radio Broadcast Technicians.
Pete Kurtzer, Branham Co.

C. Y. Langlois, Lang-Worth.
F. R. Lack, Western Electric.
Frank Lambton, Northern Electric Co.
W. Emery Lancaster, WFAD.
Frank S. Lane, WDEF.
Howard Lane, CBS.
Joseph Lang, WHOM.
Geo. E. Langford, KFPY.
Hugh D. Lavery, McCann-Erickson, Inc.
Barney Lavin, WDAY.
Val Lawrence, KROD.
N. J. Leigh, Einson-Freedman Co.
Worthington C. Lent, RCA.
H. Y. Levinson, WCAR.
W. R. Lewis, Maxon Inc.
E. M. Lowe, WBML.
Ben Ludy, WIBW-KCKN.
J. P. Lynch, Graybar Electric Co.

Robt. B. Macdougall, State Dept. of Education, Trenton.
Jos. E. Maddy, U. of Mich.
Hart Mallinson, Badger, Browning & Hersey.
G. G. Markham, G-E.
Glenn Marshall Jr, WMBR-WFOY.
Stanley H. Manson, Stromberg-Carlson Co.
Jay E. Mason, WJTN.
R. G. Matheson, WHDH.
Earl W. May, KMA.
R. J. Meigs, G-E.
John C. McCormack, KWKH-KTBS-KTHS.
H. B. McCarthy, WHA.
Gerald J. Morey, WNLC.
Walter McCoy, WJAS-KQV.
Henry B. McNaughton, WAJR.
John McNeil, WJZ.
Lester F. Miles, Maxon Inc.
L. S. Mitchell, WDAE.
W. S. Morris, *Augusta Chronicle.*
John K. Morrison, KBON.
Byron B. Musselman, WCBA-WSAN.
Glenn H. Musselman, WCBA-WSAN.
R. T. Musselman, WCBA-WSAN.

Norbert L. O'Brien, J. P. McKinney & Son.
Philip A. Ostrow, American Aircraft.

Eugene G. Pack, KSL.
A. Packard, Colonial Radio Corp.
N. Pagliara, WEW.
John L. Parsons, WBRK.
M. C. Pfahler, WEOA.
B. H. Peace Jr., WFBC.
K. W. Pyle, KFBI.
Howard L. Perdiue, G-E.
Preston H. Peters, Free & Peters Inc.
G. S. Peterson, G-E.

John G. Porter, G-E.
Victor M. Ratner, Victor M. Ratner Co.
Vernon E. Reed, KFH.
Thomas Reid, WCBM.
Leonard J. Reinsch. WSB-WHIO-WIOD.
John B. Reynolds, WKWK.
J. E. Ridder, WTCN.
A. D. Ring, Ring & Clark.
Wm. A. Riple, WTRY.
John Rivers, WCSC.
Odes E. Robinson, WCHS.
R. J. Rockwell, Crosley Corp.
Reed T. Rollo, attorney, Washington.
Thomas L. Rowe, WLS.
F. M. Ryan, AT&T.
Walter J. Rothschild, WTAD.

A. B. Sambrook, World Broadcasting System.
J. W. Sanborn, RCA Victor.
Pete Schloss, Blue Network.
May Agnes Schroeder, Queens Workshop of the Air.
W. E. Scripps 2d, WENA.
Harrison Slaughter, Pierson & Ball.
George S. Smith, Segal, Smith & Hennessey.
George W. Smith, WWVA.
Howard G. Smith, WHCU.
Hugh Smith, WAML.
T. A. Smith, RCA.
Glenn Snyder, WLS.
Donald K. Speed, Mass. Inst. of Tech.
E. J. Staubitz, Blaw-Knox.
P. J. Stanton, WDAS.
Earl Stone, WELL.
L. W. Stimson, KVOO.
Peggy Stone, Spot Sales.
George O. Sulton, attorney.
M. Lawrence Sward, Walter P. Burn & Assoc. Inc.
Jessie Swisegood, WKPT.

John P. Taylor, RCA.
Helen A. Thomas, Spot Broadcasting Inc.

Harold C. Vance, RCA.

L. W. Wallace, Trundle Engineering Co.
P. J. Walters Jr., RCA Victor.
Allen E. Wannamacker, WGTM.
G. S. Wasser, WJAS-KQV.
P. T. Watson, WGTM.
William R. Watson, WQMF.
M. C. Watters, Scripps-Howard.
Harry Webster, Sun Company.
C. H. Wesser, WENA.
Nathan Williams, Consulting Engineer.
R. H. Williamson, G-E.
R. M. Wilmotte, Consulting Radio Eng.
George S. Wilson, WKRC.
W. M. Witty, RCA.
Rev. Leo Wobido, Queens Workshop of the Air.
John G. Wolfe, Gross Distributors Inc.
Wilfred H. Wood, WMBG.
W. J. Woodhill, CKSO.
Jim Woodruff Jr., WRBL.
Milton W. Woodward, KOZY.
Hoyt B. Wooten, WREC.
C. J. Wright, WFOR.
W. A. Wynne, WEED.

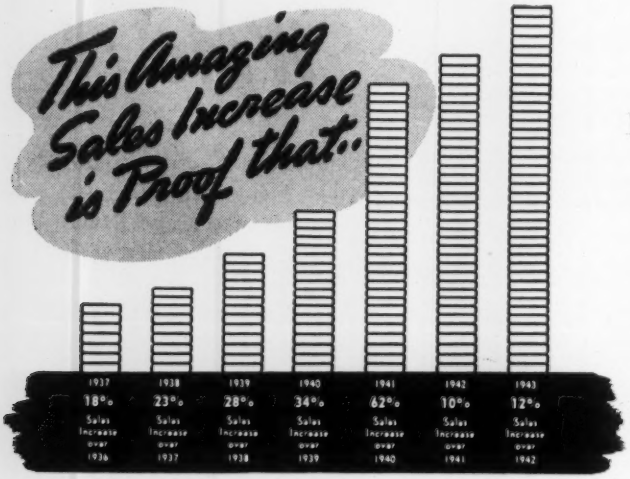
Verne R. Young, Loucks & Scharfeld.
Jacob A. Young, WERC.

Additional registrations follow:

Harvey J. Aderhold, WRDW.
Louis J. Appell, WSBA.
Stuart L. Bailey, Jansky & Bailey.
William E. Brown.
Richard Buckley, John Blair Co.
Gene Cagle, KFJZ.
John Camp,.
Martin B. Campbell, WFAA-WBAP.
Harold W. Cassill, WGNY.
L. L. Caudle, WSOC.
Edw. A. Chappell, WGNY.
R. A. Clark Jr., Comm. Equip & Eng. Co.
J. M. Collins, ASCAP.

Hi-ho Silver

OFTEN JUDGED the outstanding children's program, the *Lone Ranger* on Jan. 30 entered its 12th year on the air. In 1933, the *Lone Ranger* began on WXYZ Detroit, and seven other Michigan stations. Four actors have played the Ranger, with Bruce Beemer as the masked hero since 1941. George Trendle, president of WXYZ, originated the program, which is written by Fran Striker and a staff of five. The program first went network Jan. 18, 1937, moving to the Blue in 1942, on which it has since been heard, Monday, Wednesday and Friday, 7:30-8 p.m. General Mills, Minneapolis (Cheeri Oats), is sponsor. Agency is Dancer-Fitzgerald, Sample, Chicago.



WHOM DELIVERS "BETTER THAN AVERAGE RESULTS"

There is a large segment of the New York and North Jersey radio audience who look to WHOM for their daily radio fare. These millions of foreign and native born Americans buy huge quantities of goods and services. Year after year, they listen to WHOM for *just what they want to hear*, and loyally support the sponsors. *For Better Than Average Results* for your radio dollars, call or write.

1480 Kilocycles — Full Time Operation

WHOM

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS

Spartanburg, S. C.

Represented by Hollingbery

Lee Coulson, WHAS.
William O. Dapping, Auburn Publishing Co.
W. B. Dawson Jr., WARM.
Joe Eaton, WHAS.
Mark Ethridge, WHAS.
Ray Flynn, KRLD.
Herman Greenberg, ASCAP.
W. W. Holt, WPEN-FM.
Charles Jordan, WRR.
B. A. Grover, Sewanhka High School.
J. B. Hatfield, KIRO.
Joseph Horner Jr., Green Bay Newspaper Co.
Al Josephsen, RCA.
Leonard Kapner, WCAE.
L. D. Kimble, *Evening Leader.*
Waldon H. Kunz, Sparks-Withington, Co.
George Lohnes, Jansky & Bailey (W3XO).
William B. Lodge, CBS.
Philip Lukin, Lawrence Fertig Co.
Cecil D. Mastin, WNBF.
Frank O. Meyers, KCMC.
Paul W. Morency, WTIC.
James Moroney, WFAA-WBAP.
Charles Meyer, KOIN.
R. J. Newman, RCA.
Chas. D. Osborne, Auburn Publishing Co.
A. W. Oschmann, WARM.
J. B. Postal, Amer. Museum Nat. Hist.
C. W. Rembert, KRLD.
Louis Saiff Jr., WWNY.
Paul D. Spearman, Washington attorney.
Frank Stanton, CBS.
C. H. Stoup, WIL.
Nathan Straus, WMCA.
Thomas J. Styles.
R. H. Swintz, WSBT.
Judge Eugene O. Sykes, Washington attorney.
H. D. Taylor, WTIC.
O. L. (Ted) Taylor, Sunshine Broadcasting Co.
John A. Toothill, Burn-Smith Co.
Linus Travers, Yankee Network.
D. J. Tucker, WRR.
William Walck, WNNY.
Neal B. Welch, WSBT.
H. E. Westmoreland, WEBC.
E. S. Winlund, RCA.
Edwin K. Wheeler, WENA.
Ronald B. Woodyard, WING-WIZE.
Melvin Zalkin, Freed Radio Corp.
G. E. Zimmerman, KARK.
Howard D. Chernoff, WCHS.
J. H. Connolly, Branham Co.
M. H. Long, Branham Co.
C. W. Mitchell, Branham Co.
H. C. Blake, Branham Co.
M. J. Foulon, Branham Co.
William Stringfellow, WSPD.
Vincent J. Liebler, Columbia Recording Corp.
Robert J. Clarkson, Columbia Recording Corp.
L. Waters Millbourne, WCAO.
Martin L. Jones, WCAO.
E. E. Alden, WIRE.
Elsey Roberts, KXOK.
C. L. Thomas, KXOK.
E. M. Ostlund, Fed. Tele. & Radio Corp.
E. G. Ports, Fed. Tele. & Radio Corp.
L. H. Knibb, Fed. Tele. & Radio Corp.
A. Lewis King, New York.
Charles V. Wayland, Fisher & Wayland.
Allen B. DuMont, Allen B. DuMont Labs.
Leonard F. Cramer, Allen B. DuMont Labs.
Ralph B. Austrian, RKO.
Irving R. Rosenhaus, Bremer Broadcasting Corp.
Frank V. Bremer, Bremer Broadcasting Corp.
Philip Merryman, NBC.
Sheldon Hickox Jr., NBC.
O. B. Hanson, NBC.
William S. Hedges, NBC.
L. G. Pefferle, WCBS.
Mrs. L. G. Pefferle, WCBS.
Harold Dewing, WCBS.
Parker E. Wiggin, Sears, Roebuck & Co.
K. A. Jackson, Canadian Marconi Co.
L. T. Bird, Canadian Marconi Co.
James Duff, WITH.

FIRST IN ALASKA

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

OWI Seeks Radio Men for Overseas

JAMES O. WELDON, Chief of the Bureau of Communications Facilities, OWI Overseas Branch, last week called upon the broadcasting industry to release qualfied technicians to meet a situation of "extreme urgency" in connection with forthcoming military operations in Europe.

OWI is in immediate need of 36 transmitter engineers and 17 studio engineers and installation mechanics for overseas service, Mr. Weldon told BROADCASTING. He explained that previous OWI appeals failed to provide sufficient men with the experience required.

To Mediterranean Area

The type of engineer needed, he said, is one who can assume full responsibility for installation of transmitters ranging from 250 w to 50 kw. Men selected will be sent to the Mediterranean theatre. Installation of important facilities is being delayed in that zone pending the arrival of competent technicians.

In letters sent out to approximately 50 of the larger stations and to all major networks, Mr. Weldon stated:

"We realize that the station manager who has built up an efficient technical staff is hesitant to release any of these men on a permanent basis. . . . We therefore suggest that a great number of the larger broadcast station operators in the United States could release one or more men to OWI on the basis of a six months' leave of absence under an arrangement whereby when these men were returned by OWI a like number of other men would be released by the same company, and in this manner a rotation of personnel to be loaned to OWI could be set up.

"This would permit the members of the broadcasting station's technical staff alternately to acquire valuable field experience in transmitter engineering and construction work under unusual circumstances, together with the experience in foreign broadcast procedure."

Referring to a recent complaint from NAB to OWI Director Elmer Davis regarding recruitment of personnel from broadcasters, Mr. Weldon stated that OWI is well aware of the shortage of technical personnel. "However", he wrote broadcasters, "we feel that the extreme urgency of the situation deserves the attention of the broadcast station operators and warrants their planning to assist in supplying the needed personnel, even though inconvenience is imposed upon their operation."

He informed broadcasters that OWI will place eligible engineers in job classifications paying salaries in line with their present compensation, plus living allowances to offset expenses of living abroad while their families remain at home.

Here's Your Best Audience!

Rural radio listeners are the most responsive radio listeners. That's what certified public accountants found when they tabulated the 493,479 pieces of commercial mail KMA received from April, 1942, through March, 1943.

From the 2,038,182 people who live on farms or in small towns, the station received 302,006 responses, making a response ratio of 14.8%;

from the 249,669 people who live in towns between 4,000 and 10,000 population, the station received 24,827 responses, making a response ratio of 9.9%;

from the 617,381 people who live in towns of 10,000 or more population, the station received 43,726 responses, making a response ratio of 7.1%.

This simply means that farm and small-town listeners are 49.5% more responsive than those in medium-sized cities and 108.5% more responsive than those in large cities. Listeners in medium-sized cities are 39.4% more responsive than those in large cities.

It means, too, that for maximum results in the No. 1 Farm Market, you need KMA.

For your copy of this big "Complete Mail Study" and pertinent KMA market facts, please write now—to the KMA Research Director—as our supply is limited.

KMA
BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND
SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KECA Los Angeles

Gordon Bread Co., Los Angeles, 23 *ta*, 52 weeks, thru The Mayers Co., Los Angeles.
American Express Co., New York (money orders), 5 *sp* weekly 13 weeks, thru Caples Co., N. Y.
Langendorf United Bakeries Inc., San Francisco (bread), 3 *sa*, 3 *ta*, weekly, 10 weeks, thru Pacific Coast Adv. Co., San Francisco.
Sears, Roebuck & Co., Los Angeles (chain), 7 *sa*, 52 weeks, thru The Mayers Co., Los Angeles.
Colgate-Palmolive-Peet Co., Jersey City (soap), 5 *sa*, weekly *ta*, 52 weeks, thru Leon Livingston Adv., San Francisco.
National Schools, Los Angeles (instruction), weekly *sp*, 5 weeks, thru Adolphe Wenland Adv., Los Angeles.
Joseph Tetley & Co., New York (soup, tea), 12 *ta* weekly, 13 weeks, thru Duane Jones Co., N. Y.
Lane Publishing Co., San Francisco (Sunset magazine), 3 *sp* weekly, 13 weeks, thru Brisacher, Van Norden & Staff, San Francisco.
Beech-Nut Packing Co., Canajoharie, New York (gum), weekly *sa*, 52 weeks, thru Newell-Emmett Co., N. Y.

KFRC San Francisco

Bell Brook Dairies, San Francisco (milk), 1 *ta* weekly, 13 weeks, thru Botsford, Constantine & Gardner, San Francisco.
Coronet Magazine, Chicago (Coronet magazine), 5 *ta* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Marlin Firearms Co., New York (Marlin blades), 3 *ta* weekly, 13 weeks, thru Craven & Hedrick Adv. Agency, N. Y.
Loma Linda Food Co., San Francisco (food products), 4 *sa* weekly, 2 weeks, thru Gerth-Pacific Adv. Agency, San Francisco.

KPAS Pasadena, Cal.

Palm Springs Land & Irrigation Co., Los Angeles (real estate), 6 weekly *t*, thru V. G. Freitag, Los Angeles.
Delaney Sales Corp., Los Angeles (health food), 3 *sp* weekly, 13 weeks, thru Warren P. Fehlman Adv., Los Angeles.
Prudence System, San Francisco, 5 *sp* weekly, 4 weeks, thru Garfield & Guild Adv., San Francisco.

WABC New York

Savings Bank of New York State, New York, 6 *ta*, thru Ruthrauff & Ryan, N. Y.
E. Fougera & Co., New York (Ramsdell's Sulphur Cream), 3 *sa*, thru Spot Broadcasting, N. Y.
International Salt Co., Scranton, Pa. (Sterling Salt), 6 *sa*, weekly, thru J. M. Mathes Inc., N. Y.
Taylor-Reed Corp., Mamaroneck, N. Y. (Tumbo Puddings), weekly *ne*, thru Tracy, Kent & Co., N. Y.
Paramount Pictures, New York ("Lady in the Dark"), 6 *sa*, thru Buchanan & Co., N. Y.
Metro-Goldwyn-Mayer, New York ("Madame Curie"), 7 *sa*, 7 *ne*, thru Donahue & Coe, N. Y.
Astor Theatre, New York ("Song of Bernadette"), 3 *sa*, thru Donahue & Coe, N. Y.

KFI Los Angeles

Mutual Orange Distributors, Redlands, Cal. (Pure Gold Oranges), 2 *sp* weekly, 13 weeks, thru Dana Jones Co., Los Angeles.
Colgate-Palmolive-Peet Co., Jersey City (soap), 6 *ta* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Standard Brands Inc., New York (Stan-B), 8 *ta* weekly, 26 weeks, thru Ted Bates Inc., N. Y.
American Chicle Co., Long Island City (Adams clove gum), 7 *sa* weekly, 21 weeks, thru Badger, Browning & Hershey, N. Y.

WJZ New York

George W. Luft Co., Long Island City, N. Y. (Tangee Petal-Finish face powder), 5 *ta* weekly, thru Warwick & Legler, N. Y.
Marlin Firearms Co., New Haven (Marlin razor blades), 3 *sa* weekly, thru Craven & Hedrick, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds, Palmolive Soap), *ta*, thru Ted Bates Inc. (Palmolive), and William Esty & Co., N. Y. (Supersuds).

KHJ Hollywood

Ex-Lax Mfg. Co., Brooklyn (Ex-Lax), 5 *ta* weekly, 15 weeks, thru Joseph Katz Co., N. Y.
McFadden Publications Inc., New York (True Story), *t*, 52 weeks, thru Raymond Spector Co., N. Y.
Gordon Bread Co., Los Angeles, 18 *ta*, 4 weeks, thru Mayers Co., Los Angeles.
Harold H. Clapp Inc., Rochester (baby food), 2 *sp* weekly, 13 weeks, thru McCann-Erickson, San Francisco.

KNX Hollywood

Fitzsimmons Stores, Los Angeles (chain), weekly *ne*, 52 weeks, thru McElroy Adv., Los Angeles.

WSPR Springfield, Mass.

Russell-Miller Milling Co., Minneapolis (Occident flour), renewal, 3 *t* weekly; thru Campbell-Mithun, Minneapolis.
Megowen-Educator Food Co. (Crax), 5 *ta* weekly, thru Badger & Browning, Boston.
Walgreen Drug Stores, Springfield and Holyoke, 42 *ta* weekly, thru Schwimmer & Scott, Chicago.
Continental Baking Co., New York (Wonder Bread), 13 *ta* weekly, thru Ted Bates Inc., N. Y.
Dreikorn Bakeries, Holyoke (Orange Wrap Bread), 25 *sa* weekly, direct.

WENR Chicago

Esquire Inc., Chicago (*Coronet*), 8 *sa* weekly, 1 week, thru Schwimmer & Scott, Chicago.
Pillsbury Flour Mills Co., Minneapolis (Golden Bake Mix), *sa* series, 13 weeks, thru McCann-Erickson, Minneapolis.

WQXR New York

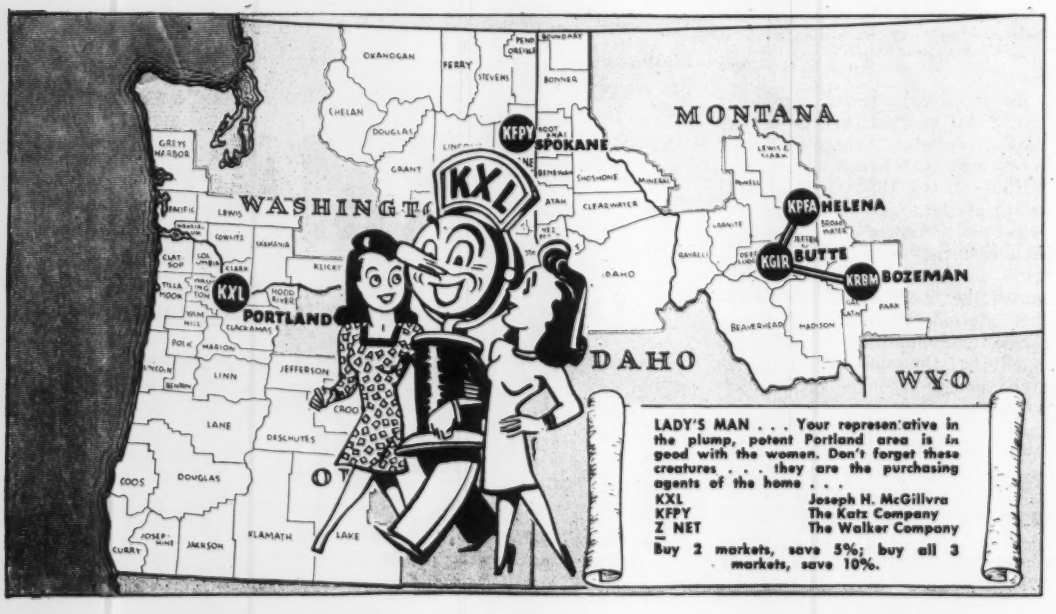
Curtis Publishing Co., Philadelphia (*Saturevepost*), 3 *sa* weekly, thru John E. Pearson Co., Chicago.
Black, Starr & Gorham, New York (jewelers), *sa*, 52 weeks, thru Abbott Kimball Co., N. Y.

WPAT Paterson, N. J.

Evlo Pharmacal Co., Pompton Lakes, N. J. (nose drops), *sa*, direct.

Red Cross Sponsors

CANADIAN Red Cross will use paid radio time as well as free time on practically all Canadian stations for the 1944 campaign to raise $10,000,000, which starts on Feb. 25 for three weeks. A total of 33 transcribed dramatized spot announcements will be carried on a sponsored basis on all Canadian stations Feb. 20 to March 15. In addition two non-sponsored 45-minute feature presentations will be used on Feb. 20, 27 and four quarter-hour shows during the drive. A committee of the Canadian Red Cross, Canadian Assn. of Broadcasters and the Canadian Broadcasting Corp. is in charge of the radio section of the campaign, and all paid advertising is being placed by A. McKim, Cockfield Brown & Co., J. J. Gibbons, all of Toronto, and Russell T. Kelley, Hamilton, Ont.


MONTANA
KFPY
SPOKANE
KXL
KPFA HELENA
KGIR BUTTE
KRBM BOZEMAN
PORTLAND
DAHO
WYO
LADY'S MAN . . . Your representative in the plump, potent Portland area is in good with the women. Don't forget these creatures . . . they are the purchasing agents of the home . . .
KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company
Buy 2 markets, save 5%; buy all 3 markets, save 10%.

CONVENTIONS AND GROUP MEETINGS

NAB Victory Conference—April 10-13 Waldorf-Astoria, New York.
Associated Press Annual Meeting—April 24, Waldorf-Astoria, New York.
American Newspaper Publishers Assn. Annual Meeting—April 25-27, Waldorf-Astoria, New York.
Advertising Federation of America War Advertising Conference—June 4-7, Hotel Sherman, Chicago.
NAB Regional Meetings—
District 8, Indianapolis, Ind., Columbia Club, Feb. 1.
District 10, Omaha, Nebraska, Hotel Fontenelle, Feb. 4-5.
District 14, Denver, Colorado, Cosmopolitan Hotel, Feb. 7-8.
District 16, Los Angeles, Calif. (to be announced) Feb. 11.
District 13, Dallas, Texas, Baker Hotel, Feb. 17.
District 12, Tulsa, Oklahoma (to be announced) Feb. 21.
District 6, Memphis, Tenn., Peabody Hotel, Feb. 24-25.
District 3, Pittsburgh, Pa., (to be announced) Feb. 28-29.
District 2, (not yet decided), (to be announced), March 1-2.

KMAC, in San Antonio, To Join MBS Feb. 15

NEW MEMBER of MBS is KMAC San Antonio which joins Mutual Feb. 15 to carry the full-time Mutual Network service, both sustaining and commercial, according to an announcement last week by Howard W. Davis, owner and general manager of KMAC. In addition to Mutual Network features, KMAC will also carry Texas State Network shows, having recently installed lines connecting it with KPAB Laredo, KTBC Austin and KWBU Corpus Christi, all of which are fed shows by KMAC.

KMAC was established in 1926, operates full time on 1240 kc and has been managed by Howard W. Davis during the past 10 years.

OWI Region Shifts

RESIGNATION of Richard Shafto of WIS Columbia, S. C., as OWI regional consultant for North and South Carolina and appointment of separate consultants in each state was announced last week by John D. Hymes, chief of the station relations division, Radio Bureau. John Rivers of WCSC Charleston, S. C., has been named consultant for South Carolina and Richard Mason of WPTF Raleigh, N. C., has been given the North Carolina assignment. Mr. Hymes also announced that H. K. Carpenter of WHK Cleveland will take over duties in West Virginia, in addition to his work as consultant for Ohio and Kentucky. Regional consultant for Virginia is James H. Moore of WSLS Roanoke, Va.

Miles Cal. Renewal

MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer), on Feb. 1 renews for eighth consecutive year the seven-weekly twice daily newscast, *Alka-Seltzer News*, on 34 Don Lee Pacific stations, Sunday through Saturday, 10-10:15 a.m. (PWT) and 9-9:15 p.m. (PWT). Glenn Hardy is newscaster, with Fred Shields, announcer. Bud Rutherford is copy editor. Agency is Wade Adv., Chicago.

S. O. S.

QUICK ACTION in the use of spot announcements by the Southern Union Gas Co. over KOB and KGGM Albuquerque, N. M., urging citizens to choke off all use of gas, because of repairs to a broken main, resulted in a 70% curtailment of consumption. Placing an ad recently in the *Albuquerque Journal*, the Southern Union Gas Co. thanked the people for their cooperation, stating in the ad that "within a few minutes after the local radio broadcast, gas consumption in Albuquerque was curtailed approximately 70%, permitting repairs . . . . and preventing a prolonged shortage."

Dominion Net Problems Are Discussed by CBC

PROBLEMS of the Dominion Network of the Canadian Broadcasting Corp. were discussed at a meeting held in the CBC offices in Montreal with western Canadian station operators. Overlapping of contracts, finding time for local sponsored and sustaining shows, problems of growth of the network and of use of transcriptions by private stations after the network closes down, were aired at this meeting, the first since the start of the Dominion Network Jan. 2. The network plans to operate three evening hours by September.

Attending the meeting were Gerry Gaetz, CKRC Winnipeg, who was chairman; Frank Elphicke, CKWX Vancouver; G. R. A. Rice, CFRN Edmonton; Gordon Love, CFCN Calgary; Lloyd Moffat, CKBI Prince Albert; A. A. Murphy, CFQC Saskatoon; H. C. Buchanan, CHAB Moose Jaw; F. V. Scanlan, CKRM Regina; A. L. Garside, CJGX Yorkton and CJRL Kenora; Harold Carson, CJVI Victoria; Dr. A. Frigon, CBC acting general manager; and E. A. Weir, CBC commercial manager, Toronto.

Hires' New Program

CHARLES E. HIRES Co., Philadelphia (root beer), on Jan. 24 started *Horace Heidt Time for Hires* on 134 Blue stations, Monday, 7-7:30 p.m. (EWT), with West Coast repeat, 7:30-8 p.m. (PWT). Talent includes Fred Lowry, blind whistler; Ollie O'Toole, comedian; and Bob Matthews, vocalist. Jack Rourke, New York producer of N. W. Ayer & Son, has been shifted to Hollywood to handle the show. During each broadcast three honorably discharged servicemen are interviewed and every effort made to locate kind of job each wants and in region preferred. Where possible, Western Union line to Blue station in that region is open to network's Hollywood studios to relay job offers.

FIELDING ROBINSON, coordinator with various Government agencies for Hazeltine Electronics Corp., New York, has been named vice-president of the company. John D. Grayson, controller for Hazeltine since 1941, has been elected treasurer.

THIS IS JOE RIZUNSKI

Joe is a die setter. He makes $115 a week, lives in Brooklyn. His boy Steve is in the Army. He has another son, age 12, and Anna, 18, who goes to Hunter College.

Joe works hard all day. In the evening when he relaxes, his favorite radio program is not a network musical or dramatic show, but the *Polish Variety Hour*, which he listens to on WBNX.

Joe's language is Polish. He combines the culture and tradition of his native land with loyalty for America. He puts 20% of his salary into war bonds. "I'm glad to be an American. My children have the advantages of the land of opportunity."

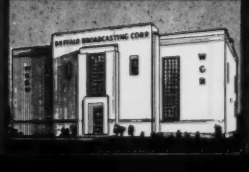
* * * * *

There are 661,170 Joe Rizunskis in the WBNX area. Members of the WBNX family of listeners. To them WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It sells merchandise to the thousands of Joe Rizunskis who have money to spend. Let us give you the facts. WBNX, New York 51, N. Y.

IN THE PRIMARY SERVICE AREA OF WBNX THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

WGR
5,000 WATTS by DAY
1,000 WATTS by NIGHT
550 K. C.
Buffalo's Most Powerful Transmitter Plant
MUTUAL

BUFFALO BROADCASTING CORPORATION
National Representatives:
FREE & PETERS, INC.

OWI PACKET, WEEK FEB. 21

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 21. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Save Fats and Grease	--	X	X	X	X	--	--
Use V-Mail	--	--	X	--	X	--	--
Hold Prices Down	--	--	--	X	X	--	--
Join the WAC	X	X	X	--	--	--	--
Books for the Merchant Marine	--	--	--	--	--	X	X
Home Front Pledge	X	--	--	--	--	--	--
Pay Your Taxes	X	--	--	--	--	--	--

See OWI Schedule of War Messages 96 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Three New Subjects on OWI's Packet Schedule for Week Beginning Feb. 21

THREE NEW subjects are listed in the Station Announcement Allocation Plan in the OWI Domestic Radio Bureau schedule for the week beginning Feb. 21 and a fourth campaign is continued from the previous week.

'Join the WAC' messages, assigned also on Network allocation, will be carried by the KW group of stations. Transcribed announcements will emphasize the many attractions which membership in the WAC offers — opportunities for travel, associations, training for post-war jobs, good food, recreation, medical care, clothing, and compensation equivalent to civilian jobs paying from $150 to $235 a month.

In fact sheets sent to network advertisers, the need for additional recruits will be stressed but program producers will be asked to give equal emphasis to the personal advantages to be gained from joining the WAC. The fact that the WAC is the only women's military service which sends its members abroad will be included in recruiting appeals.

Department stores and theatres are regarded as likely sponsors for the WAC transcriptions. In many cities recruiting booths have been installed at these locations, offering further incentive for sponsoring the messages. Additional possibilities may be found among firms who have been devoting part of their advertising in other media to war themes.

Save Fats and Grease announcements, scheduled on both the KW and OI groups of stations, emphasize the value of this salvage material in making life-saving medicinals as well as glycerin for explosives. Because of this phase of the appeal, the spots are regarded as suitable for drug store as well as super market and grocery chain sponsorship.

With an increasing number of troops now overseas and shipping space limited, the Army Postal Service has again called upon OWI to obtain the assistance of the radio industry in furthering the use of V-Mail. Previous campaigns have been followed by conspicuous expansion in use of the forms but it is imperative that the public continue the V-Mail practice.

Stations may find sponsors for these spots among drug chains, five and ten cent stores and other retailers which sell stationery. The announcements are also regarded as suitable for sponsorship by department stores, which in some cities have arranged special V-Mail exhibits featuring gifts for soldiers and other merchandise attractive to V-Mail customers.

Price Plea

Hold Prices Down messages are continued on the Station Announcement plan, allocations this week going to the OI group of stations. In addition to general advertisers who have been promoting War Bonds, sponsors for the spots may be found among banks and insurance companies. These institutions are mentioned in the campaign messages as places to invest surplus earnings in the fight against inflation.

Books for the Merchant Marine appears on the OWI allocation schedule for the first time. This campaign will last two weeks and will be promoted exclusively through radio. Coverage is being handled only through the National Spot plan, involving about 2800 individual broadcasts on commercial programs on several hundred selected stations.

Messages on the Home Front Pledge and Pay Your Taxes campaigns are confined to the Network plan during the week. Appeals to stamp out Black Markets and Fight Waste are carried on Special Assignments and the Womanpower drive continues through the Women's War Guide.

You Can Say it AGAIN in '44
...to an even greater market than ever! And 610 on the dial gives you complete coverage of the best market in Florida... and one of the best markets in the South.
Miami's (Dade County) effective buying power $346,888,000--up over $86,600,000 in '43 over '42... with a population increase of 14.7.*
* SM Estimate Nov. 1943
MIAMI
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
5,000 WATTS * 610 KC * NBC
WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

KRNT-KSO FETE
Manufacturers' Group Guests In Des Moines

OPENING of new quarters for the promotion and publicity departments of KRNT and KSO Des Moines was celebrated when 50 members of the Des Moines Manufacturers' Representatives' Assn. were invited to a house warming on the 11th floor of the Register & Tribune Bldg.

A tour of the new offices as well as the studios, control room and

newsroom of the jointly operated stations was conducted by John Drake, promotion manager; Mary Little, radio editor; Wilda Whitescarver, trade paper publicity; Gene Pond, Barbara Oliver and Virginia Black. Craig Lawrence, general manager, and Ted Enns, national sales manager also greeted the MRA guests.

After the tour, the station played host to MRA members in the American Room. MRA President Bill Lemke then conducted the club's regular Saturday business and social meeting.

Going through the studio's new quarters are (l to r): Glen Law, KRNT news editor, G. B. Aldrich, Sweetheart Soap (sponsor), and Ten Enns, national sales manager of KRNT, WMT and KSO.

GE Names Williams

PROMOTION of E. E. Williams to the post of sales manager of the laboratory and measuring equipment section of General Electric Company's Specialty Division was announced last week by H. W. Bennett, division manager. Mr. Williams will be located in Schenectady, where he was employed as a student engineer by G. E. in 1928 after his graduation, from the U. of Idaho, with a B.S. in electrical engineering. Following his year in the test department, he became engaged in commercial engineering on radio transmitting equipment. In his new capacity, Mr. Williams will be responsible for sale of laboratory, electronic measuring and test equipment.

NBC Video Course

PREPARING for the post-war development of television, NBC has started a 50-week course of television instruction for its staff engineers, to be conducted by George Maedel, chief instructor of RCA Institutes. Two-hour weekly classroom sessions are scheduled at several periods, so that each enrollee can choose the one that fits in best with his free time. New York course opened Jan. 17, with an initial enrollment of 158.

Sees Video Nets

RAPID EXPANSION of television and establishment of a series of regional networks immediately following the war are foreseen by O. B. Hanson, vice-president and chief engineer of NBC. "Instead of waiting for television to expand slowly from the east coast's three city network," he said, "I expect it to reach national scope in a comparatively short time following establishment of a series of regional networks set up in Chicago, Los Angeles, San Francisco and other important cities. From the nuclei around these key cities the television web could be expected to expand in all directions and merge into a transcontinental network."

Nebraska Appeal

GREAT need by the Army for registered nurses was explained over the Nebraska Network by Brig. Gen. C. H. Danielson of the Seventh Service Command in a quarter-hour broadcast, over KOIL Omaha. Serving all the member stations, KOIL provided studio and staff cooperation. The Nebraska Network consists of all 13 stations in the state: KGFW Kearney, KODY North Platte, KMMJ Grand Island, KORN Fremont, WJAG Norfolk, KHAS Hastings, KGKY Scottsbluff, KFAB and KFOR Lincoln, and WOW KBON KOWH and KOIL Omaha.

PERSON'S INDEX—Facts on File, New York, will issue a compilation of its weekly news synopsis for the year 1943 around Feb. 1. Volume costs $20.

CELLOPHANE TAPE RECORDER SHOWN

SOUND recording on cellophane tape has just been demonstrated to the radio trade and technical press by the Fona Corp., New York, which displayed its first commercial model, said to be capable of up to eight hours recording and playback.

Tape, about an inch wide, is an endless loop 320 feet long, capable of carrying 60 parallel grooves and running at about 40 feet a minute. At that point, the company stated, the useful frequency response extends to 3,000 cycles per second, adding that at 60 feet per minute the range is extended to 6,000 cps.

Recording and reproducing needles have permanent gem points which do not require changing. Instrument's chief use probably will be for reference use.

Janitors' Union on Air

AS A STEP toward more amicable public relations, Chicago Flat Janitors' Local No. 1, Building Service Employes International Union, Chicago, began sponsorship on Monday, Jan. 24 of an evening quarter-hour serial titled *Who Dunit?* on WCFL. Anticipated is a transcription network in all major cities. Contract is for 13 weeks. Carl Euloah Riblet Jr., public relations counselor for the union, is writer and producer of the mystery-comedy scripts in which Carl Kroenke and Nannette Sargent, Chicago radio stars, have feature roles.

CONTINUOUS ★ MERCHANDISING ★ COOPERATION

MERCHANDISING ★ COOPERATION ★

WSAI Merchandising Cooperation is no mere opening barrage. It consists of a definite plan of merchandising cooperation, custom-tailored to the requirements of each individual advertiser . . . constantly supervised by a group of the best merchandising brains in the country . . . *continuously maintained throughout the life of every WSAI contract.*

WSAI

5000 WATTS — DAY AND NIGHT
BASIC BLUE NETWORK STATION
CROSLEY OWNED AND OPERATED
NATIONAL REPRESENTATIVES
SPOT SALES, Inc. NEW YORK
CHICAGO • SAN FRANCISCO

WKBW

50,000 WATTS
1520 K. C.
Buffalo's Most Powerful Transmitter Plant

COLUMBIA

BUFFALO BROADCASTING CORPORATION
National Representatives:
FREE & PETERS, INC.

Purely PROGRAMS

ORIGINAL and successful is *Farm Sales & Want Ads* broadcast Monday through Friday from 8-8:30 p. m. by KFNF Shenandoah, Iowa. Set up first during the depression years as a public service to help listeners find jobs, the program has expanded into a complete farm service and advertising medium, billing 2,020 separate advertisements in 1943. Currently farmers in the KFNF area use the program to solicit help, seek jobs, sell a cow, buy a second hand rake, hire a housekeeper or publicize weekly community sales. In most cases the advertiser furnishes his own copy and payment is made in advance. Entire production cost is only that for the farm announcer, and only when insufficient sale bills are at hand is transcribed music required.

* * *

Repairs

DESIGNED TO GIVE householders tips for repairing damaged articles during the days of wartime scarcity, KYW Philadelphia has introduced a series of weekly *Doctor Fix-Um* programs. Each broadcast places *Doctor Fix-Um* in an imaginary household hospital where he prescribes remedies for patients such as broken chairs, smashed lamps and worn-out electrical appliances. Listeners are invited to send in their remedies.

* * *

Medical Series

HOW the Army and Navy protect the health of servicemen is told in the American Medical Association's *Doctors at War*, which has started a new cycle on NBC.

Arbitration

IN A TEST of local reaction to labor arbitration programs, KROW Oakland, Cal., currently is releasing transcribed version of the weekly 60-minute *Labor Arbitration* series featuring Samuel R. Zack on WMCA New York. Scheduled for Sundays, 3-4 p.m. (PWT), arbiter's decision is broadcast at 4:30 p.m. (PWT). Arranged as a public service feature, Philip G. Lasky, manager of KROW, plans to develop a similar arbitration program using local incidents and personnel.

* * *

Veterinary Advice

INFORMATION on the proper medical care of livestock is offered on the Monday broadcasts of Mert Emmert's *Modern Farmer* on WEAF New York, started Jan. 24. Presented in cooperation with the American Veterinary Medical Assn., the new feature is titled *Animal Gossip*.

* * *

Historical

IN COOPERATION with Los Angeles recreation department, KMTR Hollywood, is presenting a weekly quarter-hour *American Storybook* based on little known tales about characters in American history and California lore.

Complaints

INVITATION to listeners to write to *Every 40 Seconds*, new series on WNYC New York, describing their operations and their complaints about treatment, has effected a large response. Presented in cooperation with the Associated Hospitals Service of New York and the United Hospital Fund, program dramatizes hospital or medical practice about which a patient has complained, following with an interview with a well-known professional man who analyzes the complaint and tells what is being done to correct conditions. Title is based on the fact that a patient enters a New York hospital every 40 seconds throughout the year.

* * *

KOVC Program

AFTERNOON *Sailor's Swing Symphony* program conducted by KOVC Valley City, N. D., especially for the men of a Navy V-12 unit stationed near Valley City, consists of an hour of the latest swing and old jazz classical recordings in addition to frequent special guests and interviews. Broadcast six-times weekly from 5-6 p. m., series is sponsored by the Dakota Drug Co. and the Pillar & Rex Theatres of Valley City.

* * *

New on Blue

BUILT around the vocalist, a weekly half-hour musical variety show *Connie Boswell Presents* has started on Blue stations. Besides Miss Boswell and weekly guest star, program includes dramatization in blackout style of gag sent in by a serviceman. Award of $25 War Bond is given for winning gag. Phil Bovero produces the show during its San Francisco origination.

* * *

Phone Quiz

POSTAL ZONE tie-in is feature of the thrice-weekly quarter-hour telephone quiz *Calling All Zones* recently started on KGFJ Los Angeles. With dollar war stamps as prize, answers are limited to listeners within zone named along with the question. Jackpot for charity is split between Hollywood Guild Canteen and Crippled Childrens' Society.

CONSERVATION

WIBW Merchandising Angle Brings Results

CONSERVATION tied in with merchandising is the story behind the boxes surrounding Ben Ludy, general manager of WIBW Topeka. Early in January the station sent out a set of salt and pepper shakers to its national advertisers and their agencies, asking them to mail back the empty shipping boxes for re-use, postage prepaid. By mid-January, 55% of the 1729 pieces mailed had been returned.

Carter-Owens, Kansas City agency handling WIBW's advertising, had estimated returns would be

Boxes Back to Ben

20%. Mr. Ludy's expectations exceeded 65%.

Directions for remailing were on the inside of the smaller gift box, originally mailed within the shipping container. On the return label—slightly larger than the original bearing the address of the advertisers—was printed, "Will you help UNCLE SAM and WIBW, too? Because of the paper shortage we may not be able to get any more of these shipping boxes or inside boxes. . . . Will you, therefore . . . please mail back to us at your convenience both this shipping box and the main box? . . ."

Salt and pepper merchandising piece is explained by the message enclosed, "Season your Selling in '44 with dollars and cents results. Salt away a new high record in Kansas sales for 1944. . . ."

Get All 3 in Hartford . . .

An important market calls for a good advertising job! Get all 3 on WDRC—1) coverage, 2) programs, 3) rate! That's the tried and true formula of successful adcasters.

COVERAGE 2 PROGRAMS 1 RATE 3 GET ALL 3 ON WDRC

WDRC

CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS
Hartford 4
Connecticut

NATIONAL REP.
Paul H. Raymer Co.

WBZ

WESTINGHOUSE RADIO STATIONS, INC.

Mutual Schedules Three-Day Meet

Program Board Session Today Opens Executive Sessions

THREE-DAY meeting of directors, shareholders and executive committees of the Mutual Broadcasting System will be held at the Waldorf-Astoria Hotel, New York, this week, opening today (Jan. 31) with a meeting of the program operating board. On Tuesday the executive committee will meet and the board of directors and shareholders are scheduled to assemble Wednesday.

Network executives will be hosts to all MBS department heads and their wives at a dinner Tuesday evening.

Program Board Speakers

Speakers at the program operating board meeting today were to include: Theodore C. Streibert of WOR, MBS executive vice-president; Richard Connor, network station relations director; Robert Schmid, director of sales promotion and research; Edward Wood Jr., sales manager, and Allen de Castro, director of commercial programming.

The program operating board is composed of the following program heads of key Mutual stations and network officials: Miller McClintock, MBS president, chairman; Adolph Opfinger, MBS program director, vice-chairman; Lewis Allen Weiss, Don Lee network, Hollywood; C. M. Hunter, WHK Cleveland; Julius F. Seebach Jr., WOR; Frank Schreiber, WGN; Linus Travers, Yankee Network, Boston.

Executive committee includes: W. E. Macfarlane, WGN, chairman; H. K. Carpenter, WHK; Mr. McClintock; John Shepard 3d, Yankee Network, Boston; Mr. Streibert; Mr. Weiss.

The board of directors includes: Alfred J. McCosker, chairman; E. M. Antrim, WGN; Hope E. Barroll Jr., WFBR Baltimore; J. E. Campeau, CKLW Detroit-Windsor; Mr. Carpenter; Benedict Gimbel Jr., WIP Philadelphia; Leonard Kapner, WCAE Pittsburgh; Mr. Macfarlane; Mr. McClintock; Mr. Shepard; Mr. Streibert; Mr. Weiss.

WILLSON WOODSIDE, news commentator of CBC Toronto, is in Great Britain as a guest of the British Ministry of Information.

NEW 'POST' SERIES KEYED TO ISSUES

KEYED to each week's current issue, on most newsstands by Wednesday, the Blue series for the *Saturday Evening Post* will be heard on a 65-station hook-up starting Tuesday, and continuing through Friday in the 10:45-11 p.m. period. Program starts off Feb. 8 with a dramatization of a story appearing in the Feb. 12 issue, but future Tuesday broadcasts will usually be devoted to a variety show, leaving the remaining three programs of the week open for dramatizations of articles and fiction. Talent for the series include Patsy O'Shea, child actress, Everett Sloane, and Ethel Owen.

This is the first regular network series for Curtis Publishing Co., publisher of the magazine. Company has used the Blue for several one-time spots during the past year, tying in with a "Four Freedom War Bond Show." Spot schedule for the *Post* will continue, with some revisions to eliminate duplication of markets. Agency is MacFarland-Aveyard Co., Chicago.

Proprietary Clinic

PROPRIETARY ASSN. of America, Washington, D. C., trade organization, will hold an advertising clinic in New York May 16 in conjunction with its 62d annual convention. The meeting will be addressed by representatives of the bureau of advertising of the American Newspaper Publishers Assn., the sales managers committee of the NAB with the Periodical Publishers Assn. also participating.

Mack Drug Test

MACK DRUG Co., Hackensack, N. J., through Surety Adv. Co., New York, is testing spot radio on WKIP Poughkeepsie, N. Y., as a preliminary to a radio advertising campaign in behalf of its chain drug stores, located in New York, New Jersey and Massachusetts. Plan is to build up the prescription department exclusively through radio. Newspaper advertising will continue to promote the packaged product. The WKIP test, which is considered successful, consists of a six-weekly five-minute news spot.

KYA

SECOND TO NONE AS THE MOST POWERFUL INDEPENDENT IN NORTHERN CALIFORNIA

SCOOPS 'EM ALL with—

"TIME CLOCKED" NEWS

The most daring advance in news coverage since the advent of radio newscasts.

FACTS ABOUT TIME-CLOCKED NEWS

. . . EVERY major news service in the world, plus the entire local reporter staff of the San Francisco Chronicle.

. . . Every hour on the hour. The even hours have been purchased by the San Francisco Chronicle, one of the nation's most famous newspapers. Some hours open for sponsorship.

. . . Every important story 'time-clocked" as it is received from the news services—no "rehashes" but additional developments covered completely as they occur.

. . . Ten minutes in length—long enough to be complete, short enough to retain interest.

News is radio's most important program. Thousands of listeners are tuning to the KYA-Chronicle Time-Clocked News for authentic, last-minute news, and believe the slogan, "Get it first and get it right."

Your clients, too, can 'Get it first and get it right" by using San Francisco's Own Station in the rich San Francisco Bay Area.*

* San Francisco Bay Area payrolls are now over $5,500,000 daily.

KYA

SAN FRANCISCO'S OWN STATION
REPRESENTED NATIONALLY BY
SPOT SALES, INC.

FM in KANSAS CITY

KOZY

EVERETT L. DILLARD
General Manager

PORTER BLDG.
KANSAS CITY

FM Lays Post-War Expansion Program

Many Outlets, Adequate Space in Spectrum Foreseen

(*Continued from page 12*)

FM's greatest contribution to the future of broadcasting under our concept of fredom of speech. He recommended to the FMBI board formulation of a legislative policy which will aid Congress "in delineating a more definite national legislative policy which will guide us toward perfection of a free American radio".

William D. Boutwell of the U. S. Office of Education, Washington, told the convention that education joins in the movement for extending the FM allocation because the education band of five FM channels is already too narrow to accommodate the school and college applications now coming to the FCC. More than 25 school systems, 15 state departments of education and upward of 50 state universities and colleges either have filed or contemplated FM applications, he said.

Specifically, he said, Commissioner of Education J. W. Studebaker has recommended three times the number of channels now available adjacent to the commercial band along with ten relay-transmission frequencies to facilitate the change of programs among educational stations. Also recommended were at least two television channels for educational assignment.

Damm Traces History of FM

Walter J. Damm, president of FMBI, opened the Wednesday morning session with a review of frequency modulation history, beginning with the winter afternoon five years ago when a small group of men met in Maj. Armstrong's apartment in New York to listen to something new in radio—FM. Tracing the medium's rapid growth in 1939, which culminated in the FCC's calling a hearing to study FM, which in turn called for a united front among the 20 FM licensees and holders of construction permits that resulted in the formation of FMBI, Mr. Damm described the group's presentation to the Commission, which on May 20, 1940, "gave FM the green light, assigning the band from 42,100 kc-49,900 kc to FM and announcing full commercial authorization as of Jan. 1, 1941".

FM and FMBI flourished for a period, Mr. Damm reported, but "then came March 17, 1941, and the Commission's orders No. 79 and 79A—the so-called newspaper orders. These were followed by Dec. 7, 1941—and Pearl Harbor. The rest you know."

Keeping on—with a restricted budget and reduced dues—FMBI has fought for and secured liberalization of the FCC rules to alleviate to some degree the difficulties of wartime operation for FM stations, Mr. Damm reported. The organization's December meeting in Chicago, he said, showed that the increasing interest in FM, plus the need for post-war planning, has made it again desirable for FMBI to open an office, preferably in Washington.

"As I see FMBI of the future," Mr. Damm stated, "I see its actions limited to FM problems and not what we generally call overall industry problems — unless, of course, it becomes evident that such general broadcasting problems are not being handled as the membership thinks they ought to be. Under such circumstances, FMBI ought to be able to do a good job for its members at a cost of $20,000 to $25,000 per year."

Jansky Urges Increased Allocations

The "superior potentialities" of FM over AM for sound broadcasting stem from two basic differences, C. M. Jansky of Jansky & Bailey told the convention in his report as consulting engineer to FMBI. First, he explained, radio waves act "more reasonably" around 50,000 kc than they do in the standard broadcast band between 550 and 1600 kc, so that FM stations have substantially the same coverage day and night, lacking the "vagaries of interference and fading" of the AM signals.

Second, he continued, with AM broadcasting the desired signal must be about 100 times as strong as interference to come in clearly, while in FM this ratio is reduced to two to one. "It takes approximately 2,500 times as much power at an AM station to deliver clear reception at a given receiving point as it would for an FM station operating on the same frequency at the same place," he declared, adding that the localized propagation characteristics of FM make it possible for many stations throughout the country to share a single broadcast channel.

Even so, Dr. Jansky stated, more than the present 40 channels should be allotted to FM as "already in some parts of the U. S. there are more applications than can be granted in the existing band." Backing up the request of FMBI that these additional channels be adjacent to the present 42mc-50mc assignment, he averred that "there is no tangible evidence to prove that this is not the best place in the spectrum for FM and there is plenty to prove that it is".

Discussing the FCC regulations of FM, Dr. Jansky called attention to the contradiction between the Commission's philosophy that all FM stations in or near a city should, for competitive purposes, serve the same coverage area and its practice of licensing three classes of stations, and to the fact that the use of trade areas as a basis for FM allocations is faulty because of the variable nature of trade areas which does not agree with the laws of radio propagation.

The FMBI board has approved the following recommendations of its special engineering committee, Dr. Jansky said: (1) that station assignments on a basis of service areas be retained but that their rigid coupling to trade areas be dropped; (2) that new classification of stations, if necessary, be made on a regional rather than a national basis; (3) that "FM broadcasting stations," common industry and public usage, replace "high frequency broadcast sta-

Funds for Opera

IN RESPONSE to appeals for $300,000 for the Metropolitan Opera Assn. during the Blue broadcasts of the opera, radio listeners had contributed a total of $144,000 by the first of the week of Jan. 24. Texas Co. sponsors the Blue broadcasts.

YOU'RE NEVER **OUTWEIGHED** IN ROANOKE!

"BIGTOWN" has (say) 200,000 radio homes — and four big clear-channel stations. Using one of those four, you may therefore hope for an average of 50,000 homes.

But here's "Littletown"—Roanoke—where *one* regional radio station is the *only* station that gives satisfactory service throughout an area containing 100,347 radio homes (covers 23.9% of all Virginia's radio homes)!

If you want Big Results even more than Big Names, we suggest you ask Free & Peters about WDBJ!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

INVENTOR, regulator and planner get together in this FMBI Convention group (l-r): Dr. E. H. Armstrong, FM inventor; FCC Chairman James Lawrence Fly and W. R. G. Baker, G-E vice-president and chairman of the recently created Radio Technical Planning Board.

tions" in the FCC's official usage; (4) that in granting FM licenses the Commission consider the natural coverage area the station would have and its ability to deliver adequate service to its primary area and that the FCC define the area in which the station shall be protected against interference from other stations; (5) that the FCC allow a period of commercial, program and engineering development to provide for normal growth before requiring installation of facilities to cover the ultimate area proposed, allowing also for different rates of growth in audience in different parts of the country.

Armstrong Urges Widening FM Band

With an eye toward past and future FM developments, Dr. Edwin H. Armstrong, speaking before the Wednesday afternoon session of the FMBI in New York, advocated the widening of the FM band to occupy the channel between 50 and 56 megacycles now allocated to television. This allocation would be almost double the width of the FM band which at present stretches from 42 to 50 mc and would enable a wider granting of FM licenses, according to Dr. Armstrong. The modification has been proposed officially through the FMBI.

Dr. Armstrong paid glowing tribute to those broadcasters who supported and experimented with FM during its early days. He traced the development of FM from its beginning in 1912 when the search began for a static eliminator in a telegraph system. The objective was to utilize a type of radio wave different from the natural electrical wave. The result was a development of wide band FM which reduced the noise level by 1,000 to 1. After experimenting for 2½ years, using the transmitter atop the Empire State Bldg., Dr. Armstrong said he could not persuade anyone to put FM in use and in 1935 undertook the job himself, and built W2AG at Alpine, N. J.

The opposition of television's proponents to crowd FM out of the picture was scored by Dr. Armstrong who stated that television supporters attempted to freeze a tentative frequency allocation established by the FCC in October of 1937. As a result FM would have a small narrow band primarily for experimental purposes. In 1940, after John Shepard 3d of the Yankee Network, advised by Paul De Mars, and Franklin M. Doolittle, WDRC Hartford, advised by Professor Noble, obtained licenses to erect stations. Followed by a series of FM applications by broadcasters, the FCC in 1940 allocated to FM the channel from 42 to 50 mc, the channel it now occupies. Dr. Armstrong characterized this allocation as the greatest single service of the FCC and praised the "far-sightedness" of FCC Chairman Fly.

Dr. Baker Describes RTPB Panel Functions

Dr. W. R. G. Baker, vice-president of G-E and chairman of the Radio Technical Planning Board, outlined to the convention the scope, organization and activity of this group which will devise systems, standards and frequency allocations required for existing and new services in collaboration with the Government. The end result of the work of the RTPB, he said, should be the submission to the proper governmental agencies of a plan or plans incorporating the

RADIO and other electronic production for the armed forces last year by the Belmont Radio Corp., Chicago, equaled civilian manufacture of 1,800,000 radios, Parnell S. Billings, president, announced.

Boots on MBS

HIGHLIGHTING activities and personalities in the aircraft industry, an elaborate format has been set for the Boots Aircraft Nut Corp. program *Wide Horizons*, which starts Feb. 27 on 33 Mutual stations Sunday, 4-4:30 p.m. With Eddie Dowling, actor, as m.c., its features will include interviews with prominent figures in the aviation industry and with entertainers who have given up their profession to work in aircraft plants. Talks by Casey Jones, flying ace, David Mendoz' orchestra, a review of theatrical events, and selection of a "Star of the Future," from the entertainment world. Agency is Cecil & Presbrey Inc. New York.

WWNC

ASHEVILLE, NORTH CAROLINA

ANNOUNCES THE APPOINTMENT OF

The KATZ AGENCY, Inc.

FOR NATIONAL REPRESENTATION

EFFECTIVE FEBRUARY FIRST

570 KILOCYCLES CBS

The *Only*
BLUE
Network Station
Serving
*the 28th * U. S.*
Metropolitan District
WFMJ
Youngstown, O.
* J. Walter Thompson Research Dept.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

SALESMANSHIP
Every WIBW program and sales message is so planned that each listener feels it is directed to him alone.
WIBW The Voice of Kansas in TOPEKA

recommendations of the industry on all pertinent technical matters.

In detail, Dr. Baker described the 13-panel structure of RTPB and the manner in which the board is supported. The three types of panels under RTPB are concerned with (1) spectrum analysis, (2) frequency allocation, (3) very high frequency broadcasting. Their work is interrelated, he pointed out.

Dr. Baker didn't feel that there will be a "technical revolution" in radio as a result of advancements due to the war. It will be some time before the full implication of these advances will be evident, he said, and "a long time before the impact of this new knowledge will cause a technical revolution, if ever."

"I am of the opinion that we must weigh, and weigh carefully, our responsibilities in the post-war economy, particularly with respect to employment. I think that it is possible to fully exploit all worthwhile technical advances and at the same time fulfill our postwar obligations."

Pumphrey Emphasizes FM Listener Interest

Results of a four-city survey to discover what the owners of FM sets think of FM, now that they have had a chance to try it, were reported by Preston H. Pumphrey, radio director, Maxon Inc., New York. Questionnaires were sent to 2,857 fans by WGYN New York, WCAU-FM Philadelphia, WENA Detroit and WMFM Milwaukee, and 936 replies were received, a return that shows FM listeners "tremendously interested in the medium," Mr. Pumphrey stated.

In each city, he said, the dominant answer to question "What prompted you to buy your FM set," was superior tonal quality, given by 37.8% of those answering. On a national basis, static suppression came second, with 19%, but, he said, "national figures can be misleading. In New York, 32.6% gave static suppression as a reason for buying FM; in Philadelphia it was 9%; in Milwaukee 7.1% and in Detroit 5.6%. Apparently there are more defective neon signs in New York than in most other parts of the country."

Superior programming on FM stations was listed by 36.2% as an important reason for buying FM sets in Philadelphia. In Milwaukee 16.3% gave this reason, but in New York only 2.7% and in Detroit only 5.6% mentioned superior programming.

Affirmative responses to the statement, "I bought FM because I wanted the newest in radio," were given by 4.6% in New York and 7.5% in Philadelphia, but in Milwaukee the percentage jumped to 26.1 and in Detroit to 34.7, leading Mr. Pumphrey to wonder whether "keeping up with the Joneses is a more deeply engrained habit in Detroit and Milwaukee than it is in New York and Philadelphia."

To the 23% who answered "no" when asked if FM had lived up to their expectations, reasons for the disappointment in New York and Philadelphia were about 54% with FM reproduction and 46% with FM programs, with the situation reversed in the midwestern cities. In terms of the total sample, slightly less than 15% of all FM set owners said that reception was unsatisfactory, Mr. Pumphrey reported, adding that of 16 makes reported on, all but three showed uniformly satisfactory results.

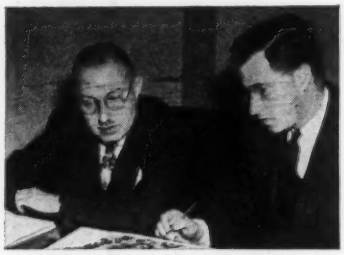
Amount of listening varies from city to city, in almost direct proportion to the number of FM stations in each community, he said. Asked what programs they liked best, "their vote was overwhelmingly for musical programs, probably due to the fact that the programs on FM are overwhelmingly musical," he asserted. "Much of the dissatisfaction also was expressed in connection with these same programs; dissatisfaction due to imperfect and worn records whose defects were more easily recognizable on FM transmission than they might have been on a standard broadcasting station."

Boutwell Sees FM As Education Aid

Concluding speaker on the first day's program, William D. Boutwell, director of Information and Research Services, U. S. Office of Education, stated: "Education sees in FM an opportunity to extend and amplify the present services commercial stations render education on the regular broadcast band."

He reported that more than 25 school systems or colleges have submitted applications for FM stations or are preparing them, that 15 state departments of education have asked the Office of Education for plans showing how education radio channels can be used to bring programs to every school in these states, that more than 50 state universities and land grant colleges have named committees to study FM opportunities and that 30 existing college and school board owned stations already have developed practical patterns of educational broadcasting.

Commissioner of Education J. W. Studebaker, Mr. Boutwell said, has requested the FCC to increase the educational FM band to provide three times the number of 200-kc channels currently available, that this increased educational band be adjacent to the commercial FM band, that regional and statewide allocation bands be formulated as a guide for assigning frequencies to educational station applicants; that 10 relay transmission frequencies be given to education to aid the exchange of programs among educational stations operating on a statewide network basis, and that at least two television channels be reserved for educational use.



SUCCESSORS to the post vacated recently by Edwin K. Cohan, former CBS director of general engineering, are Henry Grossman (l), network operations engineer, and William B. Lodge, who will handle CBS's general engineering design and developmental activities [BROADCASTING, Jan. 24].

New CBS Show

PILLSBURY FLOUR MILLS Co., Minneapolis, is scheduled to start *Grand Central Station* on CBS Saturday, 10-10:30 a.m. in late February, subject to time clearance on CBS stations, according to the New York office of McCann-Erickson, agency in charge. Featuring human interest dramas centering around New York's Grand Central Station, the program has been sponsored successively by Lambert Pharmacal Co. on CBS for Listerine from 1937-1940, and by Lever Bros. on NBC-Blue for Listerine 1940-1942. Since its last network program *Clara, Lu, and Em*, discontinued on CBS in 1942, Pillsbury has been using spot radio.

KFEL Denver has celebrated its 22d year of continuous operation. Although on the air under temporary authority since 1922, KFEL was granted its first license Jan. 4, 1923.

NO BATH (Ky.)— EVEN ON SATURDAY NIGHT!

No suh, we must be practically *smelly*, so far as our reception in Bath (Kentucky) is concerned. Bath, like lots of other real Kentucky "towns", is outside our territory. All we claim around here is the Louisville Trading Area, which we cover *easily* with the strongest signal of any NBC station on the air. And that's apparently quite a tubful of value, because advertisers keep our availabilities practically washed out! Want to climb in?

LOUISVILLE'S **WAVE**
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

Jett's Political Status Heard At House Committee Hearing

Chief Engineer Tells House Appropriations Subcommittee He Has No Party Affiliation

DESPITE instructions from FCC Chairman James Lawrence Fly not to make a statement as to his political faith, Chief Engineer E. K. Jett, Commissioner-designate, told the Independent Offices subcommittee of the House Appropriations Committee that he was neither Democrat nor Republican, it was disclosed last week when the record of hearings before the subcommittee Jan. 19 were made public.

Meanwhile the Senate Interstate Commerce Committee has postponed consideration of Mr. Jett's nomination, Chairman Wheeler (D-Mont.) said, at the request of Sen. White (Me.), acting minority leader. Sen. White said last Friday that although Senate Republicans had planned to discuss Mr. Jett's politics at a session last Thursday, "other matters were discussed" and the Jett nomination was not touched. Sen. Wheeler said he would delay Committee consideration pending Sen. White's wishes.

Fly Trys Sidetrack

Mr. Jett's politics crept into the Appropriations subcommittee, of which Rep. Woodrum (D-Va.) is chairman, when Rep. Wigglesworth (R-Mass.) questioned Commissioner Ray C. Wakefield about his own political affiliations.

"How about Mr. Jett, who is now nominated for Commissioner Payne's place, as I understand it?" asked Rep. Wigglesworth, also a member of the House Select Committee to Investigate the FCC.

"I suggest that is a matter pending before the Senate Committee at this minute," interposed Chairman Fly. When Rep. Wigglesworth pressed further, and Mr. Fly remarked that the chief engineer's appointments "have all come from Republicans, I think". Mr. Jett said:

"I am not trying to qualify as a Republican now, or a Democrat either." Chairman Fly exhorted his chief engineer:

"Now do not make a statement unless you are directed to."

Woodrum Lauds Jett

Rep. Wigglesworth continued to press and Mr. Fly appealed to Chairman Woodrum with: "'Mr. Chairman, this a matter pending before the other committee at this time, and that question has been raised in the Senate Committee. I do not have any objection to his making a statement, but I question the propriety."

"Whether a Republican, Democrat or Socialist, Mr. Jett has had a lot of fine experience in this business," said Chairman Woodrum, "and I think the Communications Commission ought to have the benefit of his active participation." Rep. Starnes (D-Ala.) assented and Mr. Jett, ignoring instructions from Chairman Fly not to make a statement, gave the following information:

"I hope the record is not muddled. I want to make it clear that I have never belonged to any political organization, have never taken part in any political campaign or attended a dinner given for a political purpose. And while I have registered to vote, I have never voted in my lifetime. I am not registered to vote for a party; I can only vote in a general election. In other words I cannot vote in the primaries.

"The reason I have not voted is because I was in the Navy for 18 years; following that, I lived in the District until I moved to Maryland, and when I got in a position to vote in Maryland, where I have resided since 1932, I was then assistant chief engineer of the Commission, appointed by the then Federal Radio Commission, which had a Republican majority in 1931, and I felt it would be a bad idea at that late date in life, being in the engineering department, to get active in politics, and so I stayed out of it. Those are the facts."

Rep. Case (R-S.D.), declared: "I think that is a much better contribution to the record than to avoid answering the question, as the chairman, Mr. Fly, suggested. I think Mr. Jett has helped himself." To which Chairman Fly fired this parting shot:

"I think that is right, but I am sort of reluctant to try issues here that are before the Cox Committee, the Select Committee, or before other committees. I have no objections, of course, to any statement he may make and I would not want any cloud in the record on that account, so far as I am concerned."

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Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

NBC War Clinic

THIRD ANNUAL war clinic of NBC will start in New York at the Waldorf-Astoria Hotel Feb. 28 and will wind up March 22 in Los Angeles, lasting for three days in each of five cities. Instituted in 1942 to provide an opportunity for discussion of war-time network operations by executives of the network and its affiliates, the 1944 clinic will meet in New York Feb. 28 - March 1, in Atlanta March 5-7, in Dallas March 9-11, in Chicago March 13-15 and in Los Angeles March 20-22.

WTAG-FMNowCommercial

W1XTG, FM station of WTAG Worcester, altered its call letters Jan. 30 to WTAG-FM, when it changed over from an experimental to a commercial status. The new FM outlet, which received its commercial grant from the FCC last month, was also assigned the new frequency, 46.1 mc. Within a short time WTAG-FM is scheduled to broadcast CBS commercial and sustaining programs in accordance with CBS policy as outlined in a telegram from Paul Kesten, executive v-p, Jan. 24. (See p. 26.)

WCFL Names Keegan

HOWARD KEEGAN has been appointed manager of WCFL Chicago, replacing Maynard Marquardt who resigned recently. Keegan will continue to act as program director.

BROWN REPLACES BALTER ON MUTUAL

CECIL BROWN, former CBS correspondent and commentator, who resigned from that network last September, will begin on Mutual this week, for Phillies, a product of Bayuk Inc., Philadelphia. Sam Balter, who has been sponsored by the cigar company Monday, Wednesday, Friday 8-8:15 p. m., is leaving the air. Mutual notified the sponsor, and its agency Ivey & Ellington, Philadelphia that it was cancelling Mr. Balter's commentaries effective Feb. 2. Mr. Brown is expected to start on that date.

Mr. Brown's resignation from CBS, submitted Sept. 2, 1943 was the result of a disagreement with the network's news policy, forbidding the expression of editorial opinion by commentators. [BROADCASTING, Sept. 27]. He had been reprimanded in a memo from Paul S. White, CBS director of newsbroadcasts for "indulging in defeatist talk," in one of his series of broadcasts for Johns Mansville Corp. He replaced Elmer Davis on the CBS-Johns-Mansville program in January, 1942, after returning from a foreign tour for CBS during which he made his dramatic coverage of the sinking of the "Repulse" and the "Prince of Wales."

Boake Carter on MBS

CAREY SALT Co., Hutchinson, Kan., began sponsorship Jan. 4, of a series of quarter-hour news shows, featuring Boake Carter broadcasting from New York on 71 Mutual stations, Tuesdays and Thursdays. Contract is for 39 weeks. Agency is McJunkin Advertising Co., Chicago.

SEE NBC
FOR THE TOPS IN
RECORDED PROGRAMS
For example:
MODERN ROMANCES
78 fifteen-minute programs, each a complete story, dramatized from the pages of the popular magazine MODERN ROMANCE—exciting, inspirational slices of real life. Successfully sponsored for bread and cake, furs, cosmetics, laundry service, disinfectant, various food products. Excellent ratings. Daytime or evening. Ask for presentation, audition records, availability data, today.
Many other NBC Recorded Programs—
5 minutes to half-hour.
National Broadcasting Co.
A Service of Radio Corporation of America
NBC
RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

Jett Predicts Utility Relays

(Continued from page 13)

tions that will aid the FCC in allocating facilities.

"Don't figure on filing an application and then doing nothing about it until competition forces you to," Mr. Adair told his audience. "When the FCC issues a construction permit it expects the work to be carried forward diligently," he said, adding that the rules call for work to begin within two months of the granting of the CP and to be concluded within six months of that date.

Advises Against Directionals

Revision of the present system of allocating FM station coverage to coincide with trade areas is under study by the FCC in cooperation with RTPB, Mr. Adair said. Asked about regulations covering the use of directional antennas for FM stations, Mr. Adair said the Commission does not require a circular pattern but expressed the opinion that it would generally be advisable to stay away from directional antennas for FM broadcasting. In response to another question about dual operation of AM and FM stations in a community, he replied that the FCC already had granted a number of FM licenses to AM operators and that there has been no discussion of changing that policy.

Asked about antenna locations for FM, and the relative advantages and costs of in town and out of town locations, Dr. Jansky said the answer is more a matter of economics and sociology than of engineering techniques. In AM, he explained, the broadcaster usually gets less coverage than he desires, so he plans to get all he can. But in FM this is not the case, so he should decide his antenna location on the size of the area he can profitably cover and to which he can render public service, Dr. Jansky averred.

Denying the common statement that "FM coverage goes only to the horizon," Dr. Armstrong said that a number of FM stations are currently reaching to three or four horizons. Considering the factor of soil conductivity, he said that in New England conditions are such that no 50 kw AM station can attain the coverage that the Mt. Washington FM station gets with 3 kw, while in the midwest FM won't go as far as AM.

FM Good to 100 Miles

He added that up to 100 miles the FM signal is so far superior that the listeners, given a choice, will choose FM, and that when stations share frequencies the AM station's night coverage is pushed back about 20% from its daytime scope while the FM station coverage remains the same.

Clearing up a confusion indicated by some of the questions between rebroadcasting and relay broadcasting of FM programs, Mr. Damm explained that the former practice, which has been extensively employed in New England, means that each station in a series picks up and rebroadcasts the broadcast signal of another station, whereas in relay broadcasting the program is broadcast on an ultra-high frequency beam from which all stations in the group take the program. In rebroadcasting if one station drops out, the chain is broken at that point and the program goes no farther, he explained, but in relay broadcasting the service continues regardless of whether all or none of the stations served by the relay broadcast any particular program.

Video Relays Studied

Comparing network service by radio relays and by wire lines, Dr. Armstrong said that the choice may depend upon where the stations are located, pointing out that in New England no one has yet been able to erect telephone lines over the mountains, which will stand up through the winter, so a radio relay is essential there. On a cross-country basis, he said, radio relays would be competing at a disadvantage with telephone circuits, adding that the future will expand the present 500-mile service areas of radio relays to transcontinental proportions.

Mr. Jett said that serious thought is being given to the problem of radio relays for television as well as for FM, and added that as the telephone and telegraph companies are monopolies operating under Government supervision, so radio relays might well fall into the common carrier class. Recent improvements in high quality wire lines and coaxial cables make it questionable at this time, he added, as to whether these services may not prove superior to radio relays for nationwide program service for FM and television. The question probably will be one for Congress to decide, he stated.

Asked why some listeners think FM sounds "tinny," Dr. Armstrong said that broadcasters are experienced in placing microphones in a studio to produce the best effect in the receiver, but that when the same placement is used in FM the listener gets the effect of being seated right next to the orchestra. He added that FM's brilliant reproduction may seem sharp when first heard by listeners accustomed to standard radio reception.

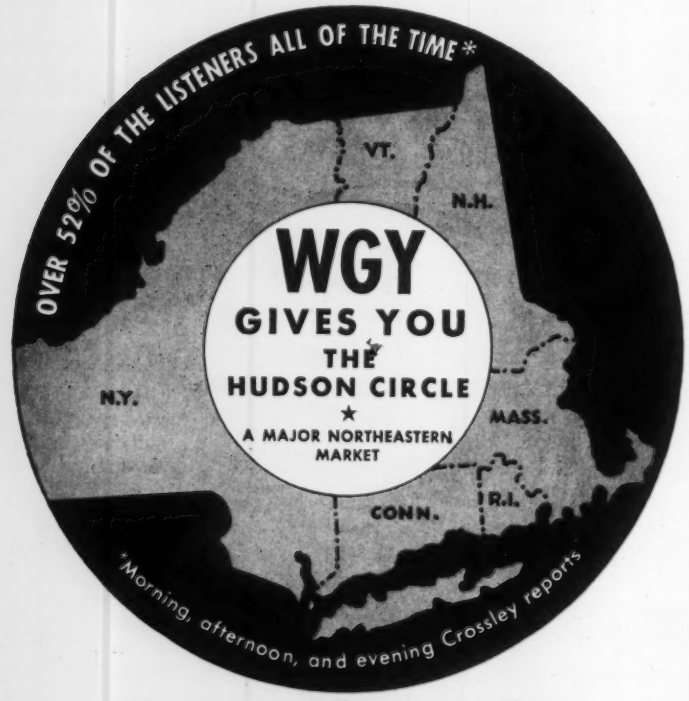
Dr. Armstrong predicted that some means would soon be found of suppressing motor interference with FM so as to permit FM auto radios, if for no other reason than that it will provide such a great competitive advantage to the automobile manufacturer first bringing out a car with FM radio. Mr. Jett said that the FCC had some time ago recommended to Congress that the law be changed so as to permit some control over all sorts of radiation machinery which produces interference with radio reception.

Mr. Adair said that although the FCC rules did not specify whether an FM station had to put on some live programs or could depend entirely on recorded music, a station's public service would be considered when licenses were issued or renewed. Dr. Armstrong reported on a demonstration some three years ago of a 15,000-cycle record produced by Bell Labs. When these are available to stations, he said, an FM broadcaster can send out music of a quality much better than any which can be transmitted over today's network lines.

Listening in New York Increased in Past Year

LISTENING in New York during 1943 was 22.8% greater than in 1942, according to the January issue of *The Radio Audience*, newsletter issued by the Pulse of New York Inc. In the metropolitan area listening showed an increase of 12.8% over 1942.

Average listening time per radio home per day in 1943 was 4.84 hours. Total listening for December 1943 was 15.7% higher than in the same month of 1942. Listening as affected by sets out of order, the audience status of daytime serials and overall sets-in-use last year were covered in the newsletter.



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Represented nationally by NBC Spot Sales

WGY-174

OWI War Message Audience Up; Listener Impressions Increase

Radio Bureau Index Shows Steady Circulation Gain With Growth of Allocation Plans

REFLECTING a general upward trend in audience coverage for home front war messages, OWI's Domestic Radio Bureau estimated last Friday that circulation obtained for its various campaigns had reached a total of 653,499,000 listener impressions, representing a gain of 44% over the corresponding week of last year.

The estimate of listener impressions is prepared by the Radio Bureau each week to provide the OWI campaign planners with a common denominator by which they can appraise the emphasis given through radio to war messages. Computed in advance on the basis of campaigns scheduled through the OWI allocation plans, the estimate does not include additional voluntary efforts by networks and stations or special events arranged by OWI following compilation of the figures.

Good Yardstick

The listener impression serves as a convenient yardstick to measure the percentage of the total radio effort devoted to a particular campaign. It is particularly suited to the needs of the Government which has the problem of reaching as much of the population as can possibly be reached through the radio medium and to get its message heard as often as is necessary to obtain effective public response.

Records compiled by William F. Fairbanks, chief of the Allocations Division of the Bureau, reveal an almost uninterrupted rise in the growth of radio circulation accorded war messages since the inception of the OWI allocation plan in the week beginning April 27, 1942. At that time, OWI had only the Network Allocation plan in operation and the home front problems created by the war were just emerging. Three campaigns were scheduled (car pooling, scrap collection, and the first War Bond drive) and the total of listener impressions obtained was estimated at 186,900,000.

Except for occasional declines caused by seasonal factors, the listener impression figures rose steadily during the next few months and, with the addition in August of the National Spot Allocation plan, reached 349,100,000 for the week beginning Jan. 11, 1943.

New Allocation Plans

Two additional allocation plans then went into operation, Mr. Fairbanks recalled, which boosted the listener impression figure for the next week to 448,800,000. These plans were the Station Announcement Allocation, which then carried a 25% greater announcement load than at present, and the Local Transcription series of 15-minute "Uncle Sam" programs which were assigned to 820 stations. This series expired July 31, 1943.

The trend continued upward in February and March, accentuated by seasonal gains in listening and the adoption of the Special Assignment Allocation plan, reaching an all-time high of 898,180,000 listener impressions in the week beginning April 12 when special coverage, embracing 221 network programs, was devoted to the Second War Loan.

Audience Figures Up

The additional audience obtained by the Special Assignment plan was offset by seasonal declines in the following months, reaching a low point of 378,140,000 impressions in the week beginning July 19. Also contributing to this decline was the reduction of 25% in the number of announcements allocated under the Station Announcement plan.

From July to October the audience figures registered a constant increase, reaching a peak of 740,300,000 listener impressions in the week beginning Oct. 25 when a three-week emergency paper salvage campaign was superimposed upon the regular allocation schedule. With the conclusion of the campaign, the listener impression total declined to 531,813,000 for the week of Nov. 8. Except for the week beginning Dec. 20, when allocations were reduced because of the Christmas holiday, the trend has continued upward since that time.

Aside from the impetus provided by the addition of allocation plans, Mr. Fairbanks explained, the expansion in listener impressions has been due to the steadily growing number of programs participating in the plans and the increase in program ratings of network shows. OWI uses commercial ratings as a basis for its own projections.

Listener Impressions Up

The increasing audience obtained through the Network Allocation plan has been particularly important in the growth of the war message audience, he pointed out. This plan, devised by the War Advertising Council at the outset of OWI operations, now provides two-thirds of the total number of listener impressions.

Mr. Fairbanks emphasized that while the 653,499,000 listener impression figure may appear large, it should be appreciated that this is the equivalent of only 6½ messages heard by the average listener in one week. Whether or not 6½ messages per week to each of the 100,000,000 radio listeners will arm the nation with the information it needs to wage a war on the home front is a moot question.

There has been no evidence presented to OWI that this volume of radio messages is more than is needed or wanted by the American listener. On the other hand, Mr. Fairbanks pointed out, a recent listener survey made at the request of OWI showed that listeners do not feel that the volume of messages is excessive.

A breakdown of the listener impression estimate for the week of Jan. 24-31 shows that facilities allocated to the Fourth War Loan drive accounted for 59% of the total audience. The campaign to enlist women for war work provided 15.5%; the rubber conservation drive 11%; Navy aviation cadet recruitment 7%; and promotion of wartime nutrition practices 2.4%.

The audience breakdown by allocation plans shows that the Network Plan provided approximately 66% of the week's listener impressions, Special Assignment 21%, Station Announcement 10%, and National Spot 3%.

JAMES L. FOUCH, president of Universal Microphone Co., Inglewood, Cal., has been named membership chairman of newly-formed West Coast Electronics Mfrs. Assn.

The TEXAS RANGERS now

Selling Bread on WCHS

Charleston, W. Va.

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR NOVEMBER & DECEMBER, 1943

what better proof of an audience can you ask for?

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.2	27.7	32.7	25.8
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	27.1	30.6	24.5	15.9
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	41.8	13.7	34.4	8.6

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • National Representatives

Million Cut From FCC—RID Budget

FBIS Also Is Slashed; House Committee Defies FDR

DEFYING President Roosevelt, who last September ordered radio intelligence activities kept within the FCC rather than transferred to the military services as recommended by the Joint Chiefs of Staff, the House Appropriations Committee last week all but abolished the Commission's much-discussed Radio Intelligence Division by lopping off more than half of the budget requested for that operation.

Reporting out the 1945 fiscal year Independent Offices Appropriations Bill (HR-4070) Wednesday, the Committee slashed the FCC budget request by $1,654,857, of which an even million was taken from the RID and another half-million from the Foreign Broadcast Intelligence Service. Congressional observers saw in the Committee's action a move to force transfer of radio intelligence duties from the FCC to the armed services.

President Roosevelt, in his budget message, had requested $8,371,700 for the FCC. If the House sustains the Committee, the Commission will be left with $6,716,843. For the current fiscal year the budget was reduced from $8,089,000 to $7,609,914, but William B. Robertson, FCC director of Budget & Planning, testified that overtime pay had caused the Commission to obligate $757,154 additionally, bringing the current year's operational costs to $8,367,068.

Under the reduction, RID was left $838,175 for operations while the FBIS request of $2,002,998, was pared to $1,502,998. In addition to the 1½ million dollars cut from "national defense" activities, the Committee turned down a $113,607 request for 34 new employes; lopped $21,897 from the Personnel Division and sliced another $19,353 from the Budget & Planning Division.

Reports were current on Capitol Hill that Congressmen on the floor would demand still further cuts. With reference to the severe pruning which it gave the RID budget request, the Committee said in its report which accompanied the appropriations bill:

Commitee Believes Military

"The reduction of $1,000,000 in the estimate for the RID is specifically applied to that part of the work of the division relating to war activities now being performed by the Commission and which, in the opinion of the Committee, should be performed by the War and Navy Depts., as recommended to the Secretary of the Navy in a letter dated Feb. 1, 1943, and signed by Adm. William D. Leahy for the Joint Chiefs of Staff, and in a joint letter dated Feb. 8, 1943, addressed to the President and signed by the Secretary of War and the Secretary of the Navy. . . .

"The Committee believes that the statements and recommendations contained in the letters referred to give sufficient justification for the action it has recommended and it is of the belief that appropriate provision should be made at the earliest possible date to the end that the facilities of the FCC should not be used for purposes pertaining to the military unless specifically requested by the Joint Chiefs of Staff.

"The Committee thinks it appropriate to point out, however, that after the receipt of the aforementioned recommendations the President investigated the matter, did not concur in the recommendations, and submitted the budget estimate for continuation of the work under the FCC."

The Committee left untouched the budget estimate for $2,209,000 for regular operations and $16,700 for printing and binding, but the President's request for "national defense" activities was slashed more than 25%.

At an all-day hearing Jan. 19, FCC Chairman James Lawrence Fly and other Commission executives were subjected to minute cross-examination by members of the Independent Offices subcommittee, of which Rep. Woodrum (D-Va.) is chairman. Leading the barrage of questions, many of which were based on testimony presented to the House Select Committee to Investigate the FCC, were Rep. Wigglesworth (R-Mass.), also a member of the Select Committee, and Rep. Starnes (D-Ala.).

On behalf of the RID Mr. Fly called it the "largest single activity in the Engineering Department". The $1,868,587 requested was $3,800 less than the current fiscal year's appropriation, he said.

Chairman Woodrum delved into the deferment of 485 FCC employes. Commissioner T. A. M. Craven, member of the FCC committee of three named to cooperate with the War Manpower Commission, testified that of those deferred, 51 were over 38; 70 were outside the Continental U. S. and 85 were pre-Pearl Harbor fathers. A tabulation of deferments filed for the record shows that the majority not called for military service were employed in the Engineering Dept.

Testifying on the RID, Chairman Fly expressed doubt that "this committee would want to take over, or for that matter, review the exercise of administrative judgments, particularly the wartime judgments

Sports Blessing

SPIRITUAL GUIDANCE on a sports program is a new idea, but when Sam Leavitt, WSBA York, Pa. announcer, resumes his daily sportscast on Feb. 1, the Rev. H. B. Rittenhouse will read the invocation. Blessing will be asked also for the continuance of sports which the York clergyman contends, are "an integral part of our democracy, and should be continued for the welfare of our fighting forces and our production forces".

KXYZ
THE #1 RADIO BUY
IN THE SOUTH'S #1 MARKET
Houston

#1 RADIO BUY KXYZ's rates are surprisingly low . . . programs receive high Hooper ratings . . . there still remain a few excellent network and spot availabilities. Get in touch with your Branham man now.

#1 SOUTHERN MARKET
According to J. Walter Thompson Company's recent compilation of No. 2 War Ration Books, Houston, a city of 607,033 people, leads all Southern metropolitan markets in population.

KXYZ
HOUSTON, TEXAS
Now 5000 Watts
1320 KC BLUE MUTUAL
• represented by The Branham Company

BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

FEMININE and expert touch is given news copy when manpower shortage is recognized at NBC central division news and special events departments by recent acquisition of pulchritudinous pair. William Ray, head of the department, feeds copy from the printers to (l), Margaret L. Whitehead, former news writer at WLW Cincinnati, and (r), Myrtle Robison, Northwestern U. graduate and former student of NBC-Northwestern U. Summer Radio Institute.

Mother Radio

MIDWEST MOTHERS en masse answered an appeal over WTCN Minneapolis recently when Ann Ginn's program asked for homes to care for orphaned children and those whose parents could not care for them. Fred D. Thomas, executive secretary of the children's agency, reported that 545 mothers had volunteered to take children into their homes.

that are exercised by the Commander-in-Chief. In other words," he declared, "I doubt if the committee would want to take the responsibility of saying that the Commander-in-Chief is wrong and that these activities ought to be transferred to the Army and Navy and thus, by process of indirection, accomplish that result."

Fly Lists Espionage

"Your position is we have the constitutional power to cut off the entire appropriation, if we desire, but we have no business and no right to inquire as to what this money is to be used for, or how it is to be expended?" demanded Rep. Starnes.

Mr. Fly said the "vast quantity" of the work by RID is "done for departments other than the Army and the Navy, a great deal for the FBI. Work in regard to espionage stations has been done both in this country and in South America on an extensive scale, in cooperation with the State Dept., and we have extensive work to do for the Office of Foreign Economic Administration," he added.

He introduced several letters from various Government agencies praising the RID and FBIS, but when letters of the Joint Chiefs of Staff and Secretaries Knox and Stimson, urging the President to transfer radio intelligence to the armed services, were read he asked that they be "off the record" since they were still classified as "secret". When they were made part of the record, however, Mr. Fly asked that the President's letter of Sept. 7, 1943 ,to Secretary Knox, in which he decided to leave radio intelligence with the FCC, also be included.

Of the total budget request for $8,524,122,309 for independent offices, the Committee recommended a reduction of $23,531,957. Only two other agencies were given reductions higher than that recommended for the FCC. From the Federal Works Administration the Committee stripped $10,025,248 and from the U. S. Maritime Commission $10,000,000. Both were for proposed construction. The Bureau of the Budget was reduced $604,860.

The House is expected to take final action on the Independent Offices Appropriations Bill today (Jan. 31) after two days' debate.

NOW THEY KNOW
WCLO Shows Ration Board Why Gas Is Needed

TO CONVINCE the Janesville, Wis., ration board that gasoline is a vital necessity in the business of broadcasting if a station is to function in the "public interest, convenience and necessity", WCLO invited members of the board to sit in on a special presentation.

With Sidney Bliss, station president, flanked by Announcer Art Ohlsson and Dorothy Alan, continuity chief who doubles in air duties, a local interpretation of *Dr. I.Q.* was presented, Mr. Bliss acting as m.c. Pat Alan, singer, did some solos and led the ration board members in group singing.

The program was recorded and played back. It demonstrated that broadcasting involves a lot more than pushing a button and that if WCLO is to provide Janesville with remote pickups of general interest and otherwise serve its community properly, gasoline is necessary for the autos which transport engineers, announcers, producers, and remote and recording equipment.

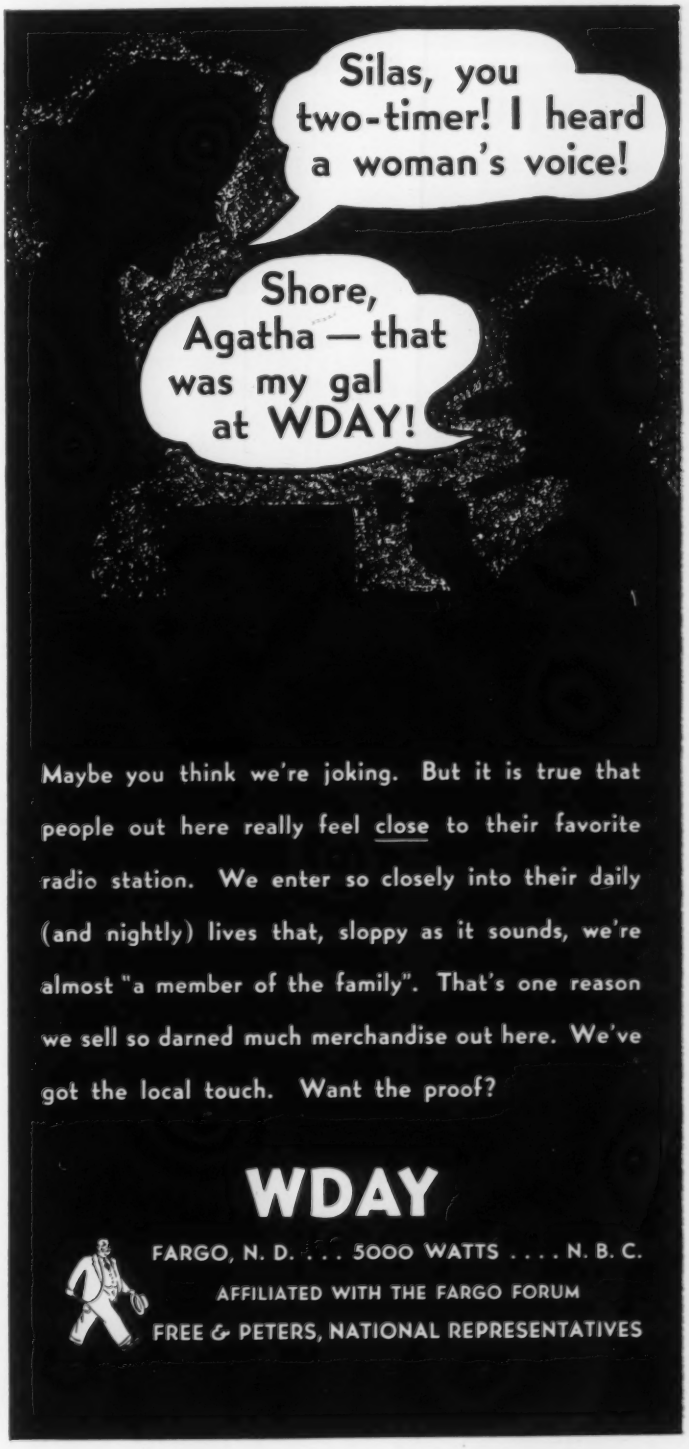
New Radio Legislation Supported by 'Colliers'

CURRENT issue of *Collier's* devotes its lead editorial, entitled "Take the Chains off Radio," to an endorsement of the program of Niles Trammell, NBC president "for the bringing of radio in the United States within the Bill of Rights' guarantee of freedom of speech".

Itemizing Mr. Trammell's proposals for changes in the Communications Act to halt further Government encroachments on the rights of the broadcaster and listener [BROADCASTING, Dec. 13], *Collier's* states: "We think all the Trammell recommendations ought to be written into this (the White-Wheeler) bill. It is time to knock the bureaucratic chains off the American radio industry, for the benefit of the listening public and the industry, and out of a decent respect for the Constitution of the United States."

Morton Salt Plans

MORTON SALT Co., Chicago, in February will start a related item advertising and sales promotion campaign in which radio will be used, C. L. Ostrom, advertising manager of the company announced last week. Spot announcements and chain breaks will be scheduled on approximately 148 stations in the Morton territory, he stated. Agency is Kenyon & Eckhardt, Chicago.


Silas, you two-timer! I heard a woman's voice!
Shore, Agatha — that was my gal at WDAY!
Maybe you think we're joking. But it is true that people out here really feel close to their favorite radio station. We enter so closely into their daily (and nightly) lives that, sloppy as it sounds, we're almost "a member of the family". That's one reason we sell so darned much merchandise out here. We've got the local touch. Want the proof?
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Down South It's
WLAC
NASHVILLE, TENN.
★
50,000 WATTS
THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
★
NATIONAL REPRESENTATIVES PAUL H. RAYMER

Radio's Personnel in Service

(*Continued from page 11*)

Carey, Army, of WRUF Gainesville, Fla.; Lt. Barron Chandler, Navy, and Lt. John Garey, Army, of NBC; Cpl. Mike Winterman, KFPY Spokane, Wash.; Ens. Jack Clinton of CBS.

Scores of radio men have given extraordinary service, both on the field of battle and in technical work in the Army, Navy, Marines and Maritime Service. One of the most outstanding is Comdr. Harry C. Butcher, CBS Washington vice-president, naval aide to Gen. Dwight D. Eisenhower.

Radio's first hero to be decorated with the Distinguished Service Cross is Capt. Thomas E. Knode, Inf., retired, director of public relations for NBC Washington. Capt. Knode left his post as NBC Washington news editor at the outbreak of war to serve as a second lieutenant in the infantry. He was twice wounded in New Guinea but refused to be evacuated until he had given instructions to the men of his platoon. He was retired late last fall after several months of hospitalization.

Throughout the war broadcasters and broadcasting personnel have played important parts in all branches of the service. In key posts of the War Dept. Bureau of Public Relations in Washington are several radio executives and employes. Col. J. Noel Macy, broadcaster of White Plains, N. Y., is chief of the News Division, embracing the Press, Radio, Pictorial, Analysis and Publications branches. His executive officer is Capt. Frank Mayborn, president of KTEM Temple, Tex.

Assigned to Washington

Heading the Press branch is Lt. Col. Albert Warner, CBS Washington news chief. Col. E. M. Kirby, formerly of WSM Nashville and the NAB, is chief of the Radio branch, while his executive officer is Maj. Jack Harris, director of news and special events, WSM. Capt. Lester Lindow, manager of WFBM Indianapolis, is on duty with the Radio Branch.

Maj. Hal B. Rorke, in civilian life assistant publicity director of CBS, is assistant to Col. William Nuckols, chief of Army Air Forces Public Relations. Maj. Frank Pellegrin, formerly of KOIL Omaha and director of Broadcast Advertising of the NAB, is on duty with Allied forces in Italy.

Maj. Brooks Watson, program director of WMBD Peoria, and Maj. Howard Nussbaum, NBC New York, are on duty in London. Capt. Maurice Boyd, NBC central division sales manager, is stationed at Bolling Feld, Washington. Maj. Kenneth R. Dyke, former director of promotion, NBC New York, is on duty with the War Dept., Washington.

Col. Luther L. Hill, vice-president of the Iowa Broadcasting System (the Cowles stations), is Commanding Officer of the Army Air Forces Redistribution Center, Miami. Lt. Col. Sam Rosenbaum, president of WFIL Philadelphia, is said to be on an overseas assignment for the Allied Military Government.

In the Navy, J. Harrison Hartley, assistant director of news and special events of NBC New York, is chief of the Radio Branch, Bureau of Public Relations. Lt. William J. Bailey of KYW Philadelphia, heads the Radio Section, Industrial Incentive Division of the Navy. He is credited with putting across warcasts in Navy production plants [BROADCASTING, Jan. 3].

Scripps Executives Serve

Another radio executive who ranks high in the Navy is Capt. John A. Kennedy, president of the John A. Kennedy stations, WCHS Charleston; WBLK Clarksburg; WPAR Parkersburg and WSAZ Huntington, all in West Virginia. Lt. Comdr. George Storer, president of the Fort Industry group, is on duty with the Navy in Chicago.

Lt. Jack Howard, president, and Maj. James C. Hanrahan, executive vice-president, of Scripps-Howard Radio, are serving with the Navy and Army, respectively.

Lt. James Hurlbut, director of publicity for CBS Washington, distinguished himself as a combat correspondent with the Marine Corps on Guadalcanal. He is now on duty in Washington. Another Marine Corps combat correspondent who was returned to the States from the Pacific to write eye-witness accounts of action at Bougainville and other battle grounds is Sgt. Harold Azine of WBAL Baltimore.

In Government civilian agencies several practical broadcasters hold high positions. The list is headed by Elmer Davis, CBS New York news analyst on leave as director of the Office of War Information. His deputy director is Edward Klauber, former chairman of the executive committee of CBS. Chief of the Domestic Radio Bureau is Phil Cohen, former NBC producer.

William S. Paley, CBS president, is overseas on a special mission for the OWI, while Niles Trammell, president, and John Royal, vice-president, of NBC recently were abroad as special emmissaries of the OWI, as was James D. Shouse, vice-president of the Crosley Corp. and general manager of WLW Cincinnati.

Lion's Roar

VERSATILE announcer Bud Baldwin of WHIO Dayton started a lion's roar on the air last week that continued to entertain listeners for a full minute. Ordinarily a few seconds of a recorded roar is sufficient prelude to a spot announcement for the Lion Store in Dayton. On the morning of the sustained roar, however, announcer Baldwin couldn't find the copy for the announcement, so he played lion for a full minute. Amazed listeners congratulated both station and sponsor for using just the sound effect.

Oil Promotion Canceled

PLANS for a national network broadcast by five major oil companies in connection with the dedication of the opening of a synthetic rubber plant in Port Neches, Tex., Feb. 23, have been abandoned, but the ceremonies may be broadcast on one of the Texas regional networks on that day. Original plan for a network show featuring government and oil company officials speaking from a luncheon in New York [BROADCASTING, Jan. 17] fell through with the cancellation of the affair in favor of concentration of activities in Texas where Gulf Oil Corp., Atlantic Refining Co., Texas Co., Pure Oil and Socony Vacuum have cooperated with other companies and the government in building the Butadienne plant. N. W. Ayer & Sons, New York, Atlantic agency, is handling public relations for the event.

WOMEN'S National Radio Committee, New York, has set up a committee of 12 to further the use of radio as a means of combating juvenile delinquency, according to Mme. Yolanda Mero-Irion, founder and chairman of the WNRC.

It's Leap Year in Texas, Too!

WOAI woos its feminine listeners ardently. For example, 129 broadcasts per week of the current schedule are tailored for woman audiences.

Small wonder, then, that women of Central and South Texas—with their vastly increased spendable income—respond so eagerly to WOAI in this leap year of 1944! They are intensely loyal to the station that shows them such devoted attention.

Which helps explain why WOAI continues to sell more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS . . . . . CLEAR CHANNEL
AFFILIATE NBC . . . . . MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

FLU BARMAID treating flu victim, John Kent, announcer of WWL New Orleans, is that station's sports commentator, Jill Jackson. Empty bottle of flu bar's most popular remedy has sign: "Sorry Boys, All Gone."

AT&T to Reduce Interstate Rates

Cut Effective March 1 Will Effect 10-million Savings

A REDUCTION approximating $10,350,000 annually in interstate telephone and teletype rates, effective March 1, was agreed to last week by AT&T following negotiations with the FCC.

Designed particularly to aid members of the armed services and war workers away from home, the addition of an extra hour, 6-7 p.m., in the lower night rate bracket for long distance calls, also will aid in easing the peak traffic loads which usually jam the lines in the early evening hours by spreading the traffic over a longer period.

TWX Overtime Cut

Overtime rates on interstate teletype messages will be cut from one-third to one-fourth the initial-period rate on all traffic for which the initial-period rate exceeds 30c. It was stated that benefits from this reduction will go principally to the Government and war industry subscribers. The Government alone now makes up one-half of the TWX traffic.

Through arrangements with the Bell System, all surcharges now collected by hotels, apartments, clubs, etc., on interstate and foreign calls will be prohibited effective Feb. 15. This is expected to save the public an additional $1,700,000 annually.

In January 1943 the largest single rate reduction in Bell System history was announced. The cut of approximately $34,700,000 annually related to overtime charges on all interstate calls and rates charged for interstate leased private-line telephone, telegraph, and radio program transmission services. It was estimated that this reduction would effect savings of $2,145,000 yearly to the radio industry [BROADCASTING, Jan. 25, 1943], particularly aiding the small station group.

DANIEL FREES, 50, Hollywood radio writer, died following a heart attack on Jan. 17.

Woodell Advises Selling Friendship to S. America

SHIRLEY WOODELL, asssitant account executive of the foreign department of McCann-Erickson, New York, told members of the export advertising field last week that their post-war objective for the Latin American market should be not so much to sell more goods, but to establish in Latin American minds the fact that we in America are permanent friends and fair to do business with. "God help us if we don't," he added. Mr. Woodell spoke before a luncheon meeting of the Export Advertising Assn. at the Belmont-Plaza Hotel, Wednesday, Jan. 26.

Regarding American export advertising activities in southern countries after the war, he said that either someone else will offer more generous terms, or "we will stop pump-priming with the purchase of war necessities that will no longer be required in peacetime economy."

Following a market-by-market analysis of advertising outlets, Mr. Woodell was asked for an estimate on the number of radio sets in Latin America. He said that he believed about 5% of the population has a radio set available.

Pinkham Increases Time

ADDING ANOTHER transcribed daytime serial to its schedule and moving into Eastern and Mid-West markets, Lydia E. Pinkham Medicine Co., Lynn, Mass., on Feb. 1 starts *Mr. Good* on WIRE WCAE WLAW WMCA, as a five-times weekly quarter-hour feature. New series promotes Lydia E. Pinkham tablets, and centers around the title character, a kindly person who helps people with their problems. *Just Home Folks*, a similar quarter-hour program started last fall, continues on six southern outlets. Firm maintains a limited spot announcement schedule as well. Agency is Erwin Wasey & Co., New York.

Esso Farm Program

STANDARD OIL Co., of Indiana, on April 1 begins sponsorship of a series of noon farm broadcasts daily on 100 spot stations. Awards, consisting of $25 War Bonds, for outstanding agricultural accomplishments, will set the program format. Everett Mitchell, farm news commentator, will be featured. Contract is for 26 weeks. Agency is McCann-Erickson, Chicago.

New Airport Station

VAUG is the call of a 300 w broadcasting plant operating on 1340 kc at Goose Bay Airport, Labrador. The station was put in operation Jan. 7 by the signal section of the Royal Canadian Air Force and is using U. S. Army equipment. The station broadcasts music and news for United States, Canadian and British troops at the big trans-Atlantic base. A similar station has been in operation since Jan. 1 at Gander, Newfoundland, air base. Call letters and other data on this station have not yet been released.

CHARBOY PRODUCTS Inc., Red Bank, N. J. (Medicinal Preparation) has been ordered by the Federal Trade Commission to cease and desist from false representations in radio and other advertising that its product, Cuproloid, is a cure for various skin conditions.

Quiz Moves to WMCA

AFTER three years on the Blue, *Wake Up—America!* the quiz-debate program presented by the American Economic Foundation, went quietly off the network a month or so ago, and is now heard as a transcription on 147 stations, and live on WMCA New York. Discs are cut by NBC Radio Recording Division. WMCA New York started carrying the debates live last Sunday, Jan. 30, in the 5:30-6 p.m. period.

DON McNEILL, m.c. of the Blue Network's *Breakfast Club* program, is taking his second vacation from the program in 11 years, spending two weeks in Florida. He served as m.c. for the annual President's Birthday Ball at Jacksonville. Durward Kirby is handling the *Breakfast Club*.

CAROLE MATHEWS, Chicago announcer-actress, has been signed for major role in the Columbia film, "Girl in the Case".

Fulton Lewis, jr.

GOES EVERYWHERE HUNTING FOR NEWS

Wherever the four winds blow . . . there you'll find Mutual's Ace Reporter digging up the facts . . . getting to the bottom of things . . . reporting certainties instead of rumors.

No wonder Fulton Lewis, Jr., is America's "most listened to" news reporter. No wonder he's the man with more satisfied sponsors than any other news reporter.

You can sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Dear Time Buyer —

There's not room here to tell our full story, but if you're looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives

HOWARD H. WILSON CO.

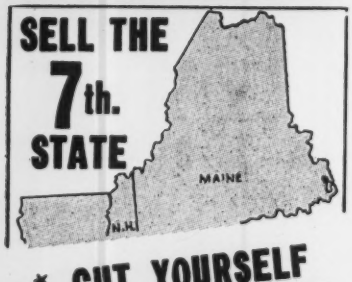
KROD
CBS 600 KC 1000 Watts
EL PASO, TEXAS
Dorrance Roderick, *Owner* Val Lawrence, *Manager*

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION



* CUT YOURSELF 1/3 of NEW ENGLAND

with STATION WLAW
CONN. R.I.
LAWRENCE, MASS. 680 K.C.

Don't dig so hard for sales when they come so easy in Albany!

WGPC
ALBANY, GA.
CBS
REPRESENTED BY SPOT SALES

Standardizing Trends Cited At New York Meeting of IRE

Lubcke Tells of Don Lee Television Experience In Using Orthicon Cameras in Studio

DEVELOPMENTS toward standardization of radio transmitting and receiving equipment by the military during the war as well as postwar engineering standards were reviewed at the winter technical meeting of the Institute of Radio Engineers held last Friday and Saturday at the Hotel Commodore in New York.

The two-day meet was highlighted by a symposium held last Friday afternoon on the progress of the Radio Technical Planning Board, which is working on standardization problems of AM, FM, television, facsmilie, high-frequency and other radio systems.

The establishment of specifications for U. S. Army Signal Corps and Bureau of Ships radio tube requirements were described by Lt. C. W. Martel of the Signal Corps. By pooling their requirements in tube specifications, the Army and Navy have been able to improve the quality of many of the types of tubes used. He quoted from a British report that stated "American tubes are superior because they are sturdier, standardized and interchangeable.

Lubcke Talks

The experience of Don Lee television station KTSL Los Angeles in the use of the Orthicon cameras in the studio work was related in a paper delivered before the IRE by H. R. Lubcke, Don Lee television engineer. Although the Orthicon camera transmitted a clearer, more life-like picture with less light than the Iconoscope camera, Mr. Lubcke stated that the Orthicon camera required sensitive adjustments to get maximum results.

The Orthicon camera produces more finite shading, gives a more realistic picture of depth as against the flat pictures reflected by the Iconoscope cameras, he said.

The engineering principle behind the new General Electric Co. 25 w studio to transmitter antenna was explained by M. W. Sheldorf of GE. The S-T relay operates on a 14 mc band in the ultra-high frequencies of over 300 mc. The relay has been used experimentally by GE for two years over a 22-mile haul from studio to transmitter and has given uninterrupted service, Mr. Sheldorf said.

Dr. W. R. Baker, General Electric Co., chairman of the Radio Technical Planning Board, described the board as a "challenge" to engineers of the radio industry and a way in which they can play an important part in the industry's development. He was opening speaker in a symposium on the work of the RTPB under the chairmanship of Haraden Pratt, Mackay Radio & Telegraph Co. Chairman of each of the 13 panels outlined briefly the field, problems and methods of attack of his group.

Dual operation of AM and FM for some time after the war was predicted by Howard S. Frazier, NAB director of engineering. Arthur Stringer, NAB director of circulation, called for sturdier construction of receiving sets.

WRGA Joins MBS

WRGA Rome, Georgia, will begin operation as a Mutual outlet as soon as line facilities are available, it was announced last week. Station is operated by Rome Broadcasting Corp. with 250 w on 1,490 kc. Four stations which have renewed their affiliations with Mutual under the new standard contract are: KWFC Hot Springs, WJPR Greenville, Miss., KLO Ogden, Utah and WABY Albany.

Film Promoted

TWENTIETH CENTURY Fox Film Corp., New York, last week promoted the New York opening of "The Song of Bernadette", with spot announcements running for three or four days on WABC WEAF WJZ WOR WMCA WQXR WLIB. Plans for radio promotion in other cities have not been completed. Agency is Kayton-Spiero Co., N. Y.

Pfunder on 15

F. H. PFUNDER Co., Minneapolis (pharmaceutical), in January began sponsorship of a quarter-hour transcribed musical program, *Memory Kassel*, with Art Kassel's orchestra, Sundays, on 15 U. S. and Canadian stations. Contracts are for 13 weeks. Agency is Sorenson & Co., Chicago.

WOV New York application to the FCC last week requesting transfer of control from Arde Bulova and Maj. Harry D. Henshel to Murray Mester and Meyer Mester has been returned to the station as improperly executed. The Mester Bros., New York merchants, are reported to be offering $300,000 to the New York watch manufacturer.

NETWORKS ROTATE BATTLE RECORDINGS

MEETING with the Army in New York last Tuesday, the four major networks decided on a plan of review and allocation of the Army's wire recorder transcriptions now being made at the front lines.

NBC, CBS, Mutual and Blue are to have the privilege, in turn, of considering a transcription as the Army makes it available. In order of rotation, the network may either use it or pass it on to the next in line. Recordings of special importance will be released simultaneously to all the networks. Blue led Jan. 26 with a transcription from Italy, recorded by Maj. Frank Pellegrin, Radio Branch.

Because of the scarcity of recorders in the field, most are now being used by Army personnel in the front lines, according to Maj. Jack Harris, of the radio branch, War Dept. However, he added, more are now en route to be allotted to the network correspondents so that they may cover landings, field operations, and other action in the combat areas.

Those meeting with Maj. Harris in New York were: Paul White, CBS; William B. Miller, Frank McCall, Lathrup Mack, NBC; Tom Slater, Mutual; G. W. (Johnny) Johnstone, Tommy Velotta, Blue.

Eversharp on Blue

EVERSHARP Inc., Chicago, will have two network programs on the air by March 7, date for a new series in the Tuesday, 7-7:30 p.m. period on some 165 Blue stations. Phil Baker's *Take It or Leave It*, sponsored on CBS by Eversharp for a number of years, will continue. Format for the Blue program had not been set last Friday. Biow Co., New York, handles the account.

Norwich to Return

NORWICH PHARMACAL Co., Norwich, N. Y., on Jan. 14 discontinued its five-weekly five-minute music program featuring Jean Collins, and previously the late Grace Morgan on WJZ New York. Firm has completed its early winter spot radio schedule and will not resume spot radio advertising until spring. Agency is Lawrence C. Gumbinner Adv., N. Y.

FIRST RECORDING of an actual attack at sea against a German U-boat was broadcast over the Blue Network last Friday, 8:30 p.m. Navy engineers aboard an escort aircraft carrier recorded the incident on an Amertype Record Graph Film Recorder.

"MAKE CONTRACT 52 WEEKS"
says BARRON HOWARD—WRVA

THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

POSITION WANTED
IN SPECIAL EVENTS, NEWS, PUBLICITY

Applicant, 4F, married, is now working for a non-government national war agency. Background includes extensive radio, publicity and newspaper work. Interested in an FM or television organization with post-war future. Prefer northeast.

BOX 798, BROADCASTING

MEMBERS of the CBS Affiliates Advisory Board, all of whom attended the recent meeting held at network headquarters in New York City Jan. 24-25, are: Front row (l to r): Leo Fitzpatrick, WJR Detroit; I. R. Lounsberry, WKBW Buffalo; Hoyt B. Wooten, WREC Memphis; C. T. Lucy, chairman of the board, WRVA Richmond; Arthur B. Church, KMBC Kansas City. Back row, Clyde W. Rembert, KRLD Dallas; Franklin Doolittle, WDRC Hartford; C. W. Myers, KOIN Portland; John M. Rivers of WCSC Charleston, S. C.

Wheeler, White Considering New Law Requiring Report to Congress by FCC

LEGISLATION requiring the FCC to report periodically to Congress as well as to the Executive Branch of Government is being considered by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Sen. White (R-Me.), acting minority leader, co-authors of S-814 to revamp the Federal Communications Act, it was learned last week. Reports have gained circulation that Congress feels it is being slighted by several Congress-created agencies, especially the FCC. Hearings involving the FCC before committees in both Houses have been punctuated by demands of Senators and Representatives to know why the Commission took certain actions without first consulting the legislative branch.

Latest outbursts came last Thursday when the House debated the Independent Offices Appropriations Bill (HR-4090). Chairman Woodrum (D-Va.) of the Independent Offices subcommittee of the Appropriations Committee, said that while he was opposed to lopping off a million dollars from the FCC appropriation for Radio Intelligence Division and an additional half-million from the Foreign Broadcast Intelligence Service, "the majority of the Committee thought otherwise".

Rep. Woodrum explained that letters of the Joint Chiefs of Staff and the Secretaries of War and Navy, urging President Roosevelt to transfer radio intelligence activities from the FCC to the armed services, were responsible for the budget reduction. Mr. Woodrum pointed out that a subsequent letter from President Roosevelt to Secretary of the Navy Knox did not concur with the Joint Chiefs of Staff recommendations, but left the radio intelligence activities within the Commission.

Rep. May (D-Ky.), chairman of the House powerful Military Affairs Committee, complimented the Independent Offices subcommittee for its action and declared the fact that the Joint Chiefs of Staff had not "changed their attitude in the face of the attitude of the President is conclusive to me that they still believe what they said."

In view of the general Congressional criticism of the FCC, it was reported Sen. Wheeler feels it an obligation to his colleagues to formulate a provision in the law to compel the Commission to keep Congress informed of its functions.

Network Accounts

All time Eastern Wartime unless indicated

New Business

BARBASOL Co., Indianapolis (shave cream), on Jan. 31 starts for 52 weeks, *Dean Dickason—Commentator*, on 5 CBS Pacific stations, Mon., Wed., Fri., 4-4:15 p.m. (PWT). Agency: Erwin, Wasey & Co., N. Y.

VAN CAMP'S Inc., Indianapolis (Tenderoni), on Jan. 31 starts *Luncheon With Lopez* on 133 MBS stations, Mon., Wed. and Fri., 1:30-1:45 p.m. Agency: Calkins & Holden, N. Y.

CHARLES E. HIRES Co., Philadelphia (Hires Root Beer), on Jan. 24 started *It's Heidt Time for Hires* on 134 BLUE stations, Mon., 7-7:30 p.m. (rebroadcast 10:30 p.m.). Agency: N. W. Ayer & Son Inc., N. Y.

BOOTS AIRCRAFT Nut Corp., New Canaan, Conn., on Feb. 27 for 52 weeks starts *Wide Horizons* on 33 MBS stations, Sun., 4-4:30 p.m. Agency: Cecil & Presbrey Inc., N. Y.

EMERSON Radio & Phonograph Corp., New York (institutional), on Feb. 20 starts *Green Valley—U. S. A.* on 66 MBS stations Sun., 5-5:30 p.m. Agency: William H. Weintraub & Co., N. Y.

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), on Jan. 31 starts for 13 weeks *Care & Feeding of Husbands* on 3 Don Lee Cal. stations (KHJ KFRC KGB), Mon. thru Fri. 4:15-4:30 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

EASTERN COLUMBIA (Bradbury Clothes), on Jan. 16 started for 26 weeks *Walter Duranty—Commentator* on 9 Blue Pacific stations, Sun., 5:30-5:45 p.m. (PWT). Agency: Robert Smith Adv., Portland, Ore.

HUNT BROS. PACKING Co., San Francisco (canned food products), on Jan. 23 starts for 13 weeks *Deane Dickason* on 5 CBS Pacific stations (KNX KQW KARM KROY KGDM), Tues., 9:45-10 p.m. (PWT). Agency: Garfield & Guild Adv., San Francisco.

Renewal Accounts

BALLARD & BALLARD Co., Louisville (Obelisk Flour), on Feb. 2 renews *Renfro Valley Folks* on 22 CBS stations, Wed. & Thurs., 8:15-8:30 a.m.; Fri., 8:15-8:45 a.m. and Sun., 9:15-9:45 a.m. Agency: Henri, Hurst & McDonald Inc., Chicago.

BOURJOIS Inc., New York (Evening in Paris face powder), on Feb. 3 shifts a portion of *Here's to Romance*, including Dick Haymes, to Hollywood, continuing Jim Ameche and Ray Bloch's orchestra in New York on 117 CBS stations, Thurs., 10:30-11 p.m. Agency: Foote, Cone & Belding, N.Y.

CENTAUR Co., Rahway, N. J. (Molle shaving cream), on Jan. 25 renewed for 52 weeks *Molle Mystery Theatre* on 55 NBC stations, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Jan. 18 renewed for 52 weeks *Johnny Presents* on 105 NBC stations, Tues., 8-8:30 p.m. Agency: Biow Co., N. Y.

CHAS. H. PHILLIPS CHEMICAL Co., New York (milk of magnesia), on Jan. 23 renewed *Waltz Time* on 74 NBC stations, Fri., 9-9:30 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

AMERICAN DAIRY ASSN., Chicago (dairy products), on Jan. 30 renews for 13 weeks, *Voice of the Dairy Farmer*, on 18 Don Lee Pacific stations, Sun. 12:15-12:30 p.m. (PWT). Agency: Campbell-Mithun, Minneapolis.

H. J. HEINZ Co., Pittsburgh (food products), on Feb. 14 for 52 weeks renews *Information Please* on 134 NBC stations, Mon., 10:30-11 p.m. Agency: Maxon Inc., Detroit.

D. L. CLARK Co., Pittsburgh (Clark chewing gum), on Feb. 27 renews for 52 weeks *Where Do We Stand* on 161 Blue stations, Sun., 5-5:30 p.m. Agency: Walker & Downing, Pittsburgh.

LADY ESTHER Ltd., Chicago (cosmetics), on Feb. 14 renews *Screen Guild Players* on 119 CBS stations, Mon., 10-10:30 p.m. Agency: Biow Co., N. Y.

SOUTHERN SPRING BED Co., Atlanta, Ga., on Feb. 15 renews for 13 weeks *Robert St. John* on 19 NBC stations, Thurs., 10:15-10:30 p.m. Agency: Tucker Wayne Co., Atlanta.

FOOD PRODUCTS
GET
MORE ATTENTION
ON
WAGA

Ask us or Headley-Reed about the WAGA-QSS food promotion in more than 200 Atlanta-market stores!

WAGA
ATLANTA

A FORT INDUSTRY STATION

5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

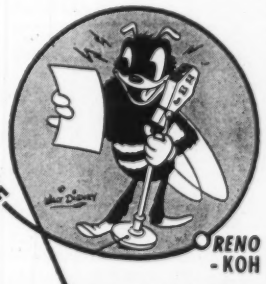
Affiliate of the Blue Network

BUILD UP
MORALE
ON THE FIGHTING FRONT

A gun doesn't need morale, but the man behind it does. Send him cheerful news from home . . . often.

hotel Lennox
St Louis

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is *The Beeline*



McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representatives

for SMN it's WHN
DIAL—1050
50,000 WATTS
★ SPORTS · MUSIC · NEWS

AP
WFDF, Flint, Michigan
. . . highly pleased with our new AP radio news wire.
Howard Loeb,
Managing Director
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

★ ★
THE BRIGHT SPOT
of Eastern New York
SCHENECTADY TROY
WTRY
The Buying Triangle
ALBANY
Only BLUE Network
Station Covering this Area
★ ★

KTFI
TWIN FALLS · IDAHO

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JANUARY 22 TO JANUARY 28 INCLUSIVE

Decisions . . .

JANUARY 25

KXL Portland, Ore.—Denied special service authorization operate unlimited time, DA-DN, 2/1/46.

WHDH Boston—Designated for hearing application for mod. license to operate with DA after Gainesville, Fla., sunset.

WEEU Reading, Pa.—Denied special service authorization operate 6:45 a.m. to local sunrise during November 1943 through March 1944 and October 1944.

WRUF Gainesville, Fla.—Granted extension special temporary authority operate unlimited time, 100 w, after sunset at Denver for period 2/1/44 to 11/1/46.

WHBU Anderson, Ind.—Granted acquisition control by L. M. Kennett through acquisition 500 shares (50%) common stock for $10,000 from Roy E. Blossom.

WWDC Washington—Granted extension authority for waiver of Sec. 2.53 and Sec. 13.16 to permit operation of synchronous amplifier by remote control from main transmitter for period to 4/1/44.

KGGF Coffeyville, Kan.—Granted renewal license on temporary basis only for period ending 11/1/46. Conditions.

Head of the Lakes Broadcasting Co., Superior, Wis.—Granted CP for new FM station, 44,500 kc, 407 sq. mi.

KPQ Wenatchee, Wis.—Granted mod. CP for extension completion date to 5/1/44. Also granted special service authorization to operate on 560 kc, 1 kw D, 250 w N, unlimited, to 5/1/44.

WNYC New York—Granted extension special service authorization operate between 6 a.m. and New York sunrise, and between Minneapolis sunset and 10 p.m. using DA.

WJAX Jacksonville, Fla.—Denied petition reinstate application for CP increase N power to 5 kw, make changes transmitting equipment and install DA-N. Action was without prejudice to further petition under statement of policy made Jan. 26 .

JANUARY 26

WKAQ San Juan, Puerto Rico—Granted mod. CP extension completion date. Also granted CP move auxiliary transmitter authorizing extension completion date to 7/26/44.

WTBO Cumberland, Md.—Granted license cover CP authorizing change to 1450 kc unlimited. Conditions.

KVAK Atchison, Kan.—Granted license cover CP authorizing change 100 w to 250 w, changes transmitting equipment.

WJZ New York—Granted license cover CP authorizing move main transmitter from Bound Brook, N. J., to Lodi, N. J.

KFQD Anchorage, Alaska—Granted license cover CP authorizing installation new transmitter, increase 250 w to 1 kw. Conditions.

WJIM Lansing, Mich.—Placed in pending file application for new FM station, 47,700 kc, 3800 sq. mi.

WGPC Albany, Ga.—Granted motion for 30-day continuance of hearing now scheduled for Feb. 3 on application for CP move transmitter and studio to West Point, Ga., and application of L. J. Duncan, et al d/b Valley Broadcasting Co. for new station at West Point, Ga. Hearing continued to Mar. 7.

Applications . . .

JANUARY 26

WRBL Columbus, Ga.—CP install synchronous amplifier near Ft. Benning, Ga., amended re changes antenna system.

KFOR Lincoln, Neb.—Transfer control from Sidles Co., State Journal Printing Co. and Star Printing Co. to Charles T. Stuart and James Stuart.

KOIL Omaha, Neb.—Same.

Northern Michigan College of Education, Lansing, Mich.—CP new non-commercial educational standard station. Incomplete.

WMAZ Macon, Ga.—Acquisition control by George P. Rankin Jr. through sale of 279 shares common stock by E. K. Cargill to Southeastern Broadcasting Co., licensee corporation, to be held as treasury stock.

State University of Iowa, Iowa City—CP new non-commercial educational FM station, 42,700 kc, A3 emission. Incomplete.

JANUARY 28

WDSU New Orleans—License to use presently licensed transmitter as 1 kw auxiliary.

WJMC Rice Lake, Wis.—Vol. assign. license to Walter C. Bridges.

J. E. Rodman, Fresno, Cal.—CP new FM station, 44,100 kc, 24,752 sq. mi.

WOV New York—Transfer control from Arde Bulova and Harry D. Henshel to Murray Mester and Meyer Mester. (Incomplete).

JOHN DICKERSON, studio engineer of WCKY Cincinnati, has been appointed radio aide for Kenton (Ky.) county for emergency radio communications.

HENRY J. HOFFMAN, chairman of the electronics division of National Electrical Manufacturers Assn. and at one time chairman of the Electrical industry's code committee under the NRA, has been named sales manager of the power tube division of Machlett Labs. as well as administrative assistant to Miles Pennybacker, vice-president.

JAMES H. BROWN, Hollywood attorney and NBC engineer, has resigned as president of National Association of Broadcast Engineers and Technicians (NABET) effective Feb. 1. Allan T. Powley, vice-president and NBC Washington engineer, assumes Mr. Brown's duties. National offices will be moved from Hollywood to Washington.

CAPT. GLEN BOUNDY, former engineer of WWVA Wheeling, W. Va., writes from Persia that he helped install communication facilities for the Teheran conference. His regular duties are as radio officer for the command.

CHARLES BICKERTON, engineer of KDKA Pittsburgh, is beginning his 22d year at the station.

TOM RICHARDS, former transmitter operator of CKGB Timmins, Ont., is in England with the Royal Canadian Artillery.

WILLARD CONRAD, junior control room supervisor, NBC central division, has resigned to accept a position with the Western Electric Co., Chicago. He is replaced by Marvin Eichorst, control room engineer.

ARCHIE SICHEL, of the engineering department of WIBG Philadelphia, went on active duty with the Navy Jan. 28.

ALICE CLEVELAND is the first of the six women trainees at KYW Philadelphia to be appointed to the engineering staff of the station.

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Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

WANTED COMBINATION PRODUCTION MAN-WRITER-ANNOUNCER — Fast growing Southern advertising agency specializing in radio has immediate opening for man who can act as combination announcer and producer, write light, comedy material as well as commercial radio copy. Excellent salary, with ideal working conditions. A real opportunity for the right man, draft deferred. Write or wire Simon & Gwynn, 624 Commerce Title Building, Memphis, Tennessee.

Announcer Wanted At Once — Must be capable of news and general announcing. Network station. Send details, audition record, references and salary desired to Radio Station KHMO, Hannibal, Missouri.

SALESMAN WANTED by network affiliate station in medium sized market. The man we want is now working on either a local or a network station, and looking for the opportunity to become affiliated with a station where he will have the opportunity to advance to Sales Manager. Advise complete history in first letter. Position will pay salary and commission. Address Box 795, BROADCASTING.

ANNOUNCER—Top man with experience and good reputation has opportunity join congenial staff with top station in busy New England. Basic salary $47.00 weekly plus opportunity commercial fees. Working conditions excellent, standards high. Announcer wanting steady position send complete references, details, to Box 797, BROADCASTING.

WRITER—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 792, BROADCASTING.

OPERATOR — Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical Manager, WFDF, Flint, Michigan.

ANNOUNCER — Experienced man preferred; well-recommended radio school graduate considered; by New England basic network affiliate. Starting salary $39 for 48 hours. Please give complete background in first letter. Box 793, BROADCASTING.

Metropolitan 5 kw CBS station needs promotion merchandising manager. Permanent position. Excellent chance for advancement. Draft deferred. Reply in full detail. Box 794, BROADCASTING.

IN CALIFORNIA—Chief Engineer with some announcing ability for 250 watt local with brilliant future. Box 796, BROADCASTING.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 789, BROADCASTING.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 790, BROADCASTING.

Wanted—Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Operator—With first class ticket. 5 kw Regional. Also opening for second class man. Advise age, experience, draft status first letter. Box 788, BROADCASTING.

Announcer—With some experience for 5 kw regional station just going network. Advise age, experience & draft status first letter. Box 787, BROADCASTING.

Experienced Radio Announcer—On 5 kw Regional Network Station. Give personal information and salary requirements. Box 786, BROADCASTING.

Help Wanted (Cont'd)

Salesman-Announcer — For progressive independent station at once. Give full particulars. Good salary. KBND, Bend, Oregon.

Opening For Experienced Announcer—Permanent. Excellent working conditions. $45 weekly. Send transcription, complete data to WGAC, Augusta, Ga.

Wanted—Announcer, 4F $45 weekly guaranteed. Send references first letter. KMLB, Monroe, La.

First Class Operator—Capable of becoming Chief Engineer. Experience unnecessary. State draft status. Non-defense area. WBRW, Welch, W. Va.

Salesman—about 30 years old, draft deferred with three years experience, salary $40.00 per week plus five percent over $24,000.00 annual gross in assigned territory now in bonus condition. 5,000 watt CBS affiliate. Send photo and full particulars to KGVO, Missoula, Montana.

Program Director—not merely a manager of a department, but a man with experience in all phases of program operation, on a leading station in Great Lakes District. Send full particulars to Box 782, BROADCASTING. All replies considered confidential.

Engineer—First or second class license, permanent good paying connection with 5 kw CBS affiliate in moderate sized New England town. Box 780, BROADCASTING.

Commercial Manager—To sell and supervise time salesmen for mid-west, Columbia affiliated. We want enthusiasm, not high-pressure. Salary with agreement for increases as business warrants. Box 779, BROADCASTING.

KGY, Olympia, Wash. will shortly need two first class operator-announcers. Please send full details and audition disc if possible.

Ohio Station—250 watts has opening for Chief Engineer. Ideal place to live. RCA equipment. Box 772, BROADCASTING.

Wanted—Chief Announcer-Newscaster. Excellent opportunity for qualified man. Midwest Mutual affiliate. Give age, draft status, salary desired. Box 771, BROADCASTING.

Engineer—First or second class license; Good Pay; Non-Defense area; Reasonable living cost. Must be draft deferred. WSYB Rutland, Vermont.

ANNOUNCER—With third or second class ticket for progressive station in California just going network. Box 765, BROADCASTING.

Situations Wanted

TRAINED RADIO HELP AVAILABLE—to help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio-telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. DeFOREST'S TRAINING, INC., 2533 N. Ashland Ave., Chicago 14, Illinois.

Experienced Regional Network Announcer—Desires change to California position. Have Honorable Discharge. $45 week. Answer all replies. Box 785, BROADCASTING.

Producer-Writer—Capable and experienced, with definite talent and capable of originality. Available if you can prove existance of real opportunity. Presently employed at 50 kw station. Box 783, BROADCASTING.

Chief Engineer's—job wanted. Now employed as transmitter and maintenance engineer at 5 kw network station. 2 years in Broadcasting, 8 years in Radio. Married, 4F in draft. Box 770, BROADCASTING.

Situations Wanted (Cont'd)

Man with 12 years experience in radio wants job as Manager of Radio Station 5,000 watts or more. Employed as Manager Remote Control Studios now. Box 781, BROADCASTING.

Ever move six rooms of furniture? Upset the routine of two kids, a wife? But present situation prompts this. For you, I have a stop-watch, pencil, a few program ideas. Behind me, nine years continuity, sales promotion, program director, production for network, clear channel, regional, local. Let's talk it over through Box 778, BROADCASTING.

Announcer—Draft exempt, honorable Navy Discharge. An accurate commercial man with news casting recorded and live talent show experience. Age 30; travel anywhere. Minimum salary $65.00. Box 776, BROADCASTING.

SPORTS, NEWS, SPECIAL EVENTS ANNOUNCER—Seven years experience announcing, writing, production on national accounts. Worked on **ALL MAJOR SPORTING EVENTS** large Eastern City. Want permanent connection with progressive organization. Prefer station planning baseball broadcasting. 4F, married. Box 775, BROADCASTING.

Engineer—Ten years experience, all phases. Now employed 50 KW. Desires permanent transmitter position on either seacoast. Reply Box 774, BROADCASTING.

Live-Wire Announcer — Production, copy. Housing shortage forces me to leave present position in network station. Versatile, ambitious. 23. Married. College. Experienced, highly trained. Prefer non-defense area. References. Available soon. Box 769, BROADCASTING.

Earnest Young Man—Wanting to start in radio announcing. Age 18. Please write Loren Lorson, Hope, Kansas.

For Sale

FOR SALE—179 ft. Blaw-Knox tower insulated, self-supporting, tapered cross-section. Price, $2,525 cash. KFAC, Los Angeles 5.

For Sale—Largest ownership successful local station. Box 767, BROADCASTING.

Wanted to Buy

Equipment Wanted—RCA or Federal Field strength meter. State condition, last calibration date and price. Box 791, BROADCASTING.

Wanted To Buy—250 watt transmitter and other station equipment. Give full pedigree. Roberts, 2428 Green Street, Harrisburg, Pa.

EQUIPMENT WANTED — Quarter—one Kilowatt or five kilowatt transmitter, modulation monitor, frequency monitor, transcription equipment, tower and lighting equipment, new or used. Box 777, BROADCASTING.

HELP WANTED

● One of south's leading stations, major market, network affiliated, needs experienced salesman immediately. Prefer southerner, Salary and bonus. Permanent position

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BROADCASTING

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BACK THE ATTACK
'TIL THEY COME BACK!

8 Station Owners Are Notified Multiple Holdings Must End

SHOWING no disposition toward leniency in the enforcement of its "duopoly" regulation banning multiple ownership of broadcast stations in the same or overlapping areas, the FCC late Friday by a split vote ordered eight stations whose license renewals expire prior to May 31, to comply with the rule by that date. This presumably means that, unless extensions are obtained, each owner will be forced to dispose of one outlet.

The FCC first rejected a motion that the effective date be extended to Jan. 1, 1945. Then by a 3-3 tie vote it rejected proposal for extension to Nov. 23, 1944—which would give a year of grace from date of adoption of Order 84-A [BROADCASTING, Nov. 29, 1943]. The initial proposal was offered by Commissioner T. A. M. Craven, and the amendment by Commissioner Norman S. Case. Commissioner Ray C. Wakefield voted for the postponements, but Chairman James Lawrence Fly and Commissioners Paul Walker and C. J. Durr opposed any deviation.

Those stations which must comply with the order by May 31 as the first to have their renewals expire included: KFI Los Angeles, WFAA Dallas, WBAP Fort Worth, WLW Cincinnati, WAIT Chicago, KIEV Glendale, Cal., KFAB Lincoln and WBBM Chicago, which synchronizes on the same frequency with KFAB.

Renewals also considered, but evidently construed as not requiring action under the multiple ownership order, included: WABC New York key of CBS (because of connection with WCAU Philadelphia); WJR Detroit, which overlaps with WGAR Cleveland, owned by the Richards interests, but it was found that these constitute different communities.

The action was viewed as a determination by the FCC to rigidly enforce the regulation, despite contentions that it works a hardship in these times of equipment shortages and the critical manpower situation. Most of the "multiple" stations—some 50—use the same staffs and common studios and transmitter houses.

VERDICT AGAINST FULTON LEWIS JR.

A PETITION for a new trial was being prepared late last week by counsel for Fulton Lewis jr., Mutual commentator, after a Federal court in Boston returned a verdict in favor of Louis G. Balsam, former OPA regional official, who had charged that he had been dismissed from office as a result of a broadcast made by Mr. Lewis on Jan. 14, 1943.

Mr. Balsam had sued for $40,000. The jury awarded him damages of $4,500 after deliberating more than nine hours. The trial began Monday and went to the jury Thursday.

Counsel for Mr. Lewis charge that in his instructions to the jury the judge expressed opinions which went beyond the bounds of proper court procedure and that it was impossible under such circumstances to obtain a fair trial.

Mutual Meeting

SECOND MEETING of Mutual's newly formed technical advisory committee will be held concurrently with the annual convention of the National Assn. of Broadcasters in New York April 10-13, it was decided at the initial gathering of the group last Thursday, Jan. 27. Attended by 19 representatives of MBS stations, the meeting was given over to a discussion of operations, service, equipment and manpower matters, most of which were to be referred to the Mutual board of directors meeting Feb. 2. Miller McClintock, MBS president, and F. R. Macfarland, program service manager of AT&T, spoke. J. R. Poppele, chief engineer, WOR New York, chairman of the committee, presided.

WJMC Assignment

THE FCC last week received an application from WJMC Rice Lake, Wis., for voluntary assignment of the license of the station from Walter H. McGenty, sole owner and publisher of the farm journal *Stock & Dairy Farmer*, to Walter C. Bridges, for the consideration of $17,500. It is reported that he is retiring from broadcasting because of ill health and in order to devote more time to his other business interests. The new owner, Mr. Bridges, is president of WEAU Eau Claire, Wis., and is secretary-treasurer of Head of the Lakes Broadcasting Co., licensee of WEBC WMFG WHLB, in which he holds 10% interest.

WMAZ Transfer

APPLICATION was received by the FCC last week from WMAZ Macon, Ga., for acquisition of control of the station by George F. Rankin Jr. through the sale of 279 shares of common stock by Lt. E. K. Cargill, USNR, president and general manager, to the Southeastern Broadcasting Co., WMAZ licensee, for $120,000. Stock will be held as treasury stock and possibly later offered for resale, it was reported. Mr. Rankin, chief engineer of the station and vice-president, holds 280 shares which before the sale constituted 42½% interest.

RELIGIOUS GROUP ANNOUNCES AWARDS

FIVE Awards of Distinguished Merit for promotion of goodwill and brotherhood through radio broadcasting were announced last week by the National Conference of Christians & Jews, New York.

Carl Van Doren's *Our American Scriptures*, an intermission feature of the *N. Y. Philharmonic Symphony*, sponsored on CBS by U. S. Rubber Co., was voted the most distinguished series. Agency is Campbell-Ewald.

A dramatization highlighting work of chaplains on the Sept. 7, 1943 broadcast of Goodyear Tire & Rubber Co.'s *Salute to Youth*, recently discontinued on NBC, was selected as the most distinguished one-time program. Agency is Arthur Kudner Inc.

WHP Harrisburg was named as the individual station contributing to tolerance through various broadcasts in its year-round schedule.

Dr. Walter Van Kirk, who conducts *Religion in the News*, a NBC public service series, was singled out as the individual meriting recognition, and a special award has been made to Mutual for *Minute of Prayer*.

The awards will be conferred on the winners at a special luncheon during Brotherhood Week Feb. 20-26, national celebration sponsored by the NCCJ, and declared by presidential proclamation.

Drawn for BROADCASTING by Sid Hix

"The Message Just Sent Is the Personal Opinion of the General and Not Necessarily That of This Base"

RYAN NOMINATION UP TO NAB BOARD

CONSIDERATION of the nomination of John Harold Ryan, assistant director of Censorship, as successor to Neville Miller in the NAB presidency, will be the primary function of the special meeting of the NAB board of directors in Chicago Feb. 2-3, according to the agenda sent the 26-man board last week [BROADCASTING, Jan. 24].

The agenda specifies the "Report of the Nominating Committee", which is said to have agreed unanimously on the Ryan nomination, as the first non-routine topic. The meeting was called at the request of the six-man committee, of which Don S. Elias, executive director WWNC Asheville, is chairman. Mr. Miller, whose term expires July 1, is understood to be a candidate to succeed himself.

The board also will discuss plans for the NAB Victory-War Conference tentatively set for New York April 10-13. Final arrangements, it is understood, have not been completed, particularly as to the headquarters hotel.

Gene O'Fallon, KFEL Denver, opposed the Nominating Committee's request for the Chicago meeting. In a telegram to the Committee he said he thought the meeting was "a serious mistake" and should be postponed because of the NAB district meetings now scheduled to elect district directors. These elections "may have a definite influence on the selection of NAB president", he advised. He said all district meetings should be cancelled because of Mr. Miller is defeated, he and his staff would be embarrassed "if required to attend the meetings."

Other items on the agenda include legislation, music, labor relations, and selection of a successor to Lt. (j.g.) Joseph L. Miller, USNR; district meetings, the 1944 budget, program and public relations committee activities.

WLB Approves Raises For NBC Technicians

WAGE increases affecting approximately 300 technical employes in the engineering department of NBC in New York, Chicago, San Francisco, Hollywood, Washington, Cleveland and Denver were approved last Friday by the War Labor Board.

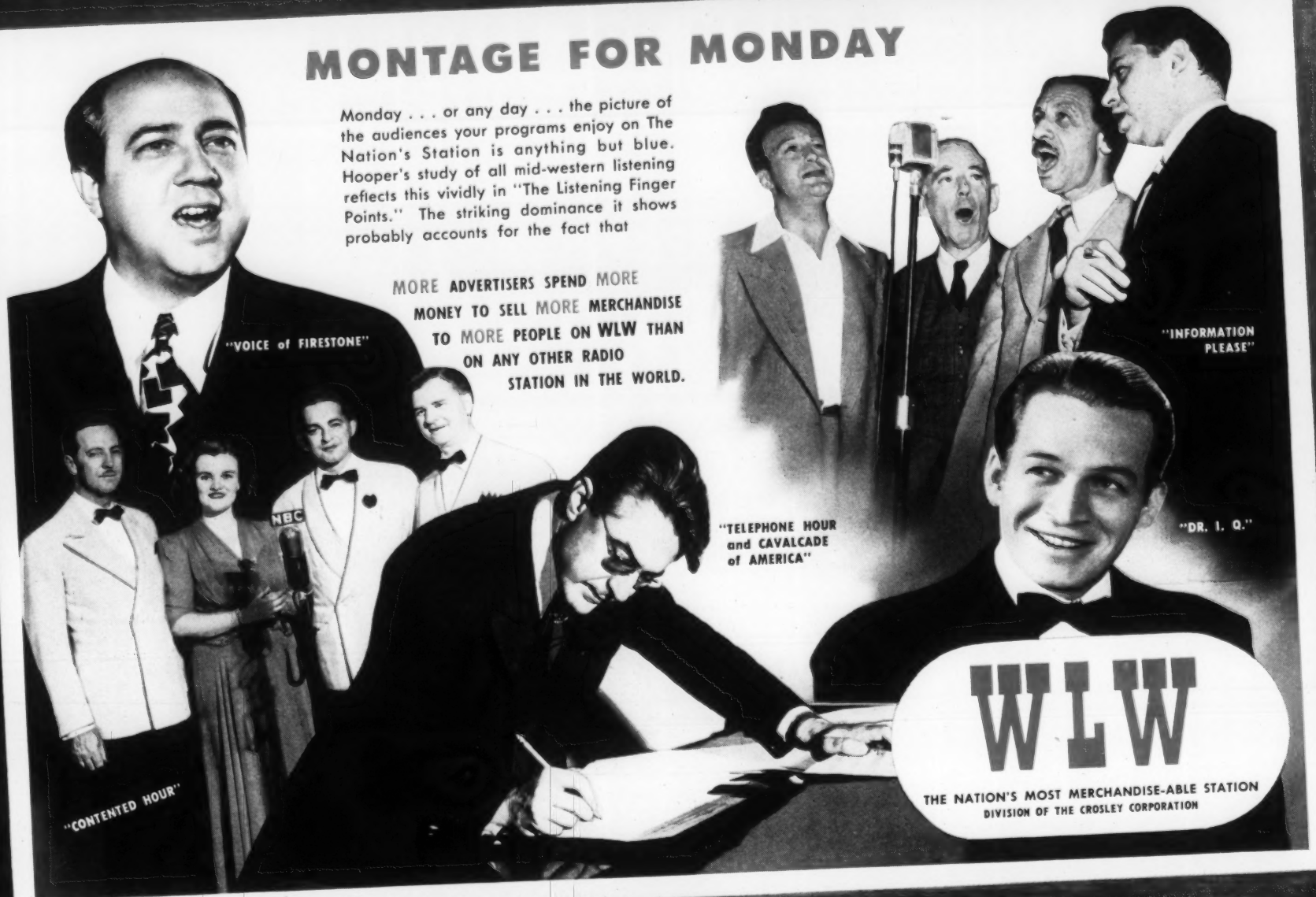
The employes, members of the National Assn. of Broadcasting Engineers & Technicians, are given salary boosts ranging from $7.50 to $28.75 per month in the minimum rates in four of the 12 groups and increases of $14.57 and $15 in maximum rates in two of the classifications covered. In addition to these changes, all employes covered are to receive a 5% increase on the first $300 of their monthly salaries. The increases are retroactive to June 1, 1943 and allowable under the Little Steel formula.

THE NAB Audience Measurement Bureau Committee, which held a special meeting Jan. 27 in the Palmer House, Chicago, prepared a confidential report of its study made since the committee's inception, April 29, 1943, which has been sent to the NAB board of directors. The board will make the findings public during the NAB meeting in Chicago Feb. 2.

MONTAGE FOR MONDAY

Monday . . . or any day . . . the picture of the audiences your programs enjoy on The Nation's Station is anything but blue. Hooper's study of all mid-western listening reflects this vividly in "The Listening Finger Points." The striking dominance it shows probably accounts for the fact that

MORE ADVERTISERS SPEND MORE MONEY TO SELL MORE MERCHANDISE TO MORE PEOPLE ON WLW THAN ON ANY OTHER RADIO STATION IN THE WORLD.



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These, too, are fighting flags of freedom . . . In ever-increasing numbers, flags like these fly over an America at war. They are symbols of the strength of a free people, aroused in spirit, united in purpose. Battle flags of Victory today . . . they are won by the energy and skill that will build a better world tomorrow.

SERVICES OF RCA WHICH HAVE WON OUR COUNTRY'S HIGHEST WARTIME AWARDS

Army-Navy "E" flags awarded to:

RCA Victor Division, Camden, N. J., January, 1942—with three stars for continued excellence.

RCA Victor Division, Harrison, N. J., August, 1942—with two stars for continued excellence.

Radiomarine Corporation of America, New York City, September, 1942—with one star for continued excellence.

RCA Laboratories, Princeton, N. J., May, 1943.

RCA Victor Division, Indianapolis, Ind., September, 1943.

Maritime Commission "M" Pennant and Victory Fleet Flag awarded to:

Radiomarine Corporation of America, New York City, February, 1943—with two stars for continued excellence.

RCA Radio Corporation of America